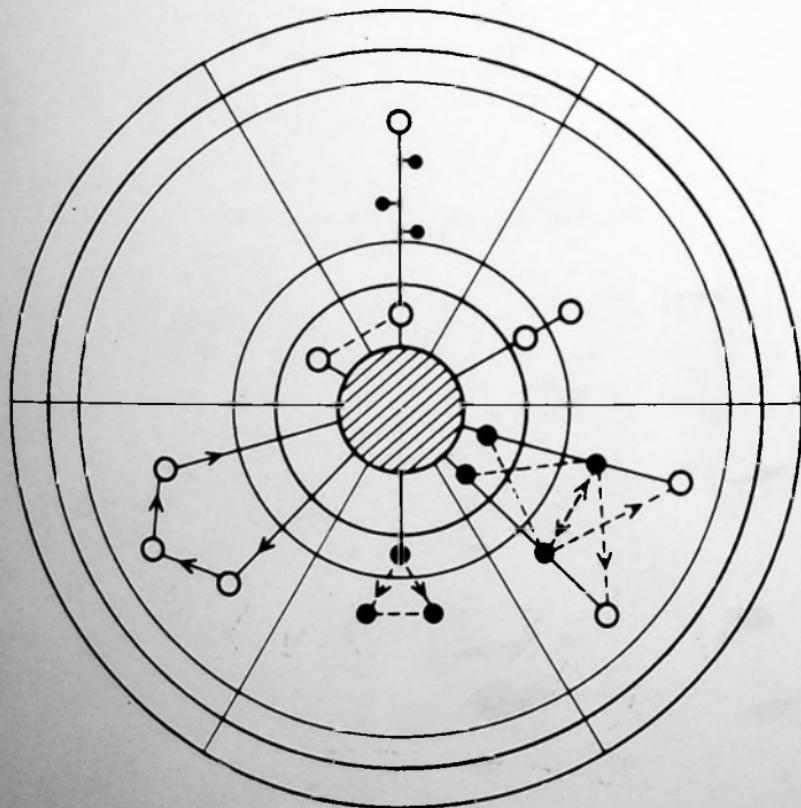


Transport for Recreation



D.A. Halsall (ed)

TRANSPORT FOR RECREATION

**Papers presented at the Autumn Conference
of the Transport Geography Study Group
(Institute of British Geographers),
Ilkley College, September 1981**

D.A. HALSALL (Editor)

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For Fiona

Special thanks to my wife Fiona
for her support and encouragement.

With much love, David and Fiona

(and) special thanks to Fiona for
giving me the time to finish this
book. Fiona's support is equal to mine.

UNIVERSITY
OF BRISTOL
GEOGRAPHY

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INTRODUCTION

This volume comprises the papers presented at the Autumn Conference of the Transport Geography Study Group in 1981. The theme focuses upon the effects of considerable changes in absolute and relative levels of mobility. These changes have profound differential consequences upon the recreational opportunities of individuals and groups of people within society. Transport is an integral part of much recreational behaviour, both as an aid to access to recreational opportunities, and as a recreational activity in its own right.

Recreational travel patterns have thus formed an important component of recreational research by academics¹ and official bodies.² Progressive reductions in the relative costs of travel, and in the frictional effects of distance have dramatically increased the demand for recreational trips. In particular, the growth of car ownership has extended both the distances travelled, and the range of recreational foci.³ Many journeys, especially those of passive recreation in rural areas are themselves part of the leisure activity,⁴ although their frequency and duration may be limited by increasing fuel costs and changing economic circumstances.

These underlying ideas have broad implications

for recreation as a whole, and for the provision of transport for recreation in particular. Whilst the papers in this volume have a distinctly northern flavour, in keeping with the conference location at Ilkley, their contents have a much wider applicability, strengthened by the mixture of academic, operational and planning experience of the authors.

Together with the subsequent discussions at the conference, the papers revealed a variety of major problems in the provision of transport for recreation. The difficult challenge of disseminating clear, concise and comprehensible information to the public is paradoxically accentuated when a range of attractive special tickets is on offer. Public confusion, or ignorance of available services reduces their use, and therefore their influence on mobility. Further wide-ranging aspects of co-ordination - between recreational plans, land use, public transport programmes and private transport - have clear links with trends of service provision in many areas. Recreational traffic may help to stimulate or decrease differing sectors of the local economy.

Within a period of increasingly stringent financial restraint, the roles of public and private transport provision may change considerably, adversely affecting existing levels of mobility, of recreational opportunity, and of accessibility.

In the long term, trends in recreational mobility, stimulated initially by rail developments and subsequently by the growth of car ownership, will remain closely linked to patterns of transport provision and availability.

ACKNOWLEDGEMENTS

I am pleased to acknowledge the assistance of colleagues and friends at Edge Hill College - Margaret Brodie for typing the manuscript, Neil Hodgson for drawing the cover and the maps for Chapters 4, 7, 9 and 11, and Rod Pye for photographic work - and of John Whitelegg of the University of Lancaster for arranging the printing. I am particularly grateful to my wife, Fiona, who has encouraged me throughout the development of this volume, and has given me invaluable assistance in the long task of proof-reading.

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- 1 Approaches to the study of recreational travel patterns are critically reviewed by Duffield B.S. 'The nature of recreational travel space', in Searle G.A.C. (ed) Recreational economics and analysis (Longman 1975), 15 - 35.
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MOBILITY AND COUNTRYSIDE RECREATION

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INTRODUCTION

It seems trite to say that mobility has a profound influence on countryside recreation, when the majority of people in Britain live in towns and therefore have to travel to get to the countryside. But the ability to travel, even short distances, conveniently and relatively cheaply by car encourages greater participation in most forms of sport and recreation, and this has been consistently demonstrated by survey data gathered from the mid-sixties onwards. Participation rates, however they are measured, are roughly twice as high in car-owning households compared to those without a car. (Table 1)

More significantly, major increases in mobility affect not only the scale but also the nature of countryside recreation. Tracing the history of car ownership from the 1920s, one finds the boom period of major growth occurred in the fifties and sixties (Figure 1). That surge of increased mobility was translated into a similarly large-scale increase in drives and outings to the countryside. For example,

TABLE 1 THE INFLUENCE OF CAR-OWNERSHIP ON SPORT AND RECREATION

Survey	Households without car	Households with car	Measurement
Active recreation (Sillitoe 1969)	30	57	% people participating
Informal recreation (NTS 72/3 Hillman)	6.2	10	% adults making trips any one day
Open air outings (GHS 1973)	13	27	% adults participating at least once in last four weeks (summer quarter)
Countryside recreation (NSCR 1977)	33	64	ditto
(NSCR 1980)	29	50	
(After Hillman and Whalley 1977) National Travel Survey (NTS), General Household Survey (GHS), National Survey of Countryside Recreation (NSCR).			

TABLE 2 TRENDS IN COUNTRYSIDE RECREATION

	1950	1960	1965	1970	1975	1980
(Visits to properties (millions))						
DOE Ancient Monuments	5.8*	6.8	8.9	12.5	15.7	13.7
National Trust	n/a	1.0	2.1	3.1	4.6	6.6
National Trust for Scotland	n/a	0.2	0.6	0.8	1.1	1.4
Total Historic Properties	n/a	8.0	11.6	16.4	21.4	21.7
 Membership (000's)						
British Cycling Federation	67	21	15	11	11	16**
Cyclists Touring Club	54	26	22	19	25	40

(* 1954; ** 1978)

Source: Digest of Countryside Recreation Statistics 1981

by comparing such time series data as are available on outings and cycling, one can glimpse the fundamental change in cycling as a recreational pursuit that was brought about by the widespread availability of cars and the increase in road traffic that ensued and coincided with the boom in open-air outings (Table 2).

SURVEY FINDINGS

By 1977, when the Countryside Commission conducted its National Survey of Countryside Recreation (NSCR), 73% of trips to the countryside¹ were made by car and this proportion has changed little in recent years.

Despite the predominance of the car as a means of transport for recreation, personal mobility is not synonymous with the ownership of a car as Hillman and Whalley pointed out in their seminal research. Their work has been updated and extended for countryside recreation by Brian Duffield of the Tourism and Recreation Research Unit, Edinburgh University, and myself in the further analysis of NSCR. Parts of this analysis are presented in this paper.

There are degrees of mobility which range across a spectrum from the immobile to the highly mobile. While the immobile are unable to drive, lack access to public transport or to a car and are

TABLE 3 METHOD OF TRANSPORT USED IN COUNTRYSIDE RECREATION

Mode of travel	Percentage of trips	
	Summer 1977	Summer 1980
Car	73	76
Public transport	3	3
Coach (trip or private hire)	4	5
Motorcycle	1	1
Bicycle	1	2
Foot	16	11
Other	2	2
	100	100
	n = 4284	2477

Base = most recent trip prior to interview

Source: NSCR

dependent on others, the mobile are independent and affluent. They are likely to possess the necessary driving skills and the means to use them, and not only will they live in a household which possesses more than one car, but their running costs may be subsidised directly by a business, with the car probably being provided as a company perk. The full extent of the spectrum is set out in Figure 2.

Information on several of these factors was obtained in NSCR, which measured access to or ownership of a car, licence holding, financial support and participation in countryside recreation. Acquisition of a car was also examined in this survey, where five categories were recognised

ranging from those who have never had access to a car; those who have ceased to own a car; those who have acquired a car within the last year; those who have had use of one car for a longer period and those with two or more cars available to the household. All these factors can be shown to have an effect on participation in countryside recreation.

This range of mobility factors influences not only whether one participates but also the frequency with which one does so. Thus the proportion of families who visit the countryside at least once a year rises progressively from those without a car to those who own two or more (Table 4).

TABLE 4 PARTICIPATION RATES AND PERSONAL MOBILITY

	Cars available to household			All households
	No car	one car	two or more	
Percentage of respondents making a countryside trip in the previous year	56	86	89	78

Source: NSCR 1977 n = 4846

Indeed there is a mobility threshold, that is crossed once one gains the use of or owns a car. The increased participation in countryside recreation in the summer months, in the three acquisition

categories above that threshold, is shown in Figure 3. Whether one measures participation by the percentage of the population visiting the countryside or the average number of trips each group makes, the effect is much the same. The values for the two groups without cars are very close and markedly lower than for the three categories with a car. By setting out the number of trips for each category in Figure 4, the disparity between the least and most mobile groups is emphasised.

Similarly the mobility conferred on the individual by the ability to drive, licence holding and the additional impetus given by financial subsidy to motoring is also reflected in numbers of trips made in the summer months (Table 5).

TABLE 5 COUNTRYSIDE TRIPS, PERSONAL MOBILITY AND FINANCIAL SUPPORT

	Cars available to household		
	No car	one car	two or more cars
	(Average number of trips in summer months)		
No Licencee	1.1	2.5	2.7
Licence Holder	1.6	3.2	3.5
No Financial Support	-	3.9	3.1
Car Provided Assistance with running costs	-	3.0	3.7
	-	3.1	(6.4)

Source: NSCR 1977 n = 3470

It might be thought that the additional time available during holidays might compensate for lack of mobility. Whilst holidaymakers use their time to make more trips whether mobile or not, it is the mobile in either group who are the most active (Figure 5).

Seen in absolute terms the preponderance of trips made by those with cars is more striking. 86% of trips made in the summer months are made by car owners, only 14% by non car-owners (Figure 6).

DISCUSSION

The rapidly increasing levels of car-ownership in the 1960s gave rise to an expectation of continuing growth which would extend inevitably throughout the population. Such sentiments were expressed in the 1966 White Paper, Leisure in the Countryside:

Given that townspeople ought to be able to spend their leisure in the country if they want to; that they will have more leisure; and that in future they will be able to buy cars and boats and otherwise spend their money on their weekends and holidays, the problem is to enable them to enjoy this leisure without harm to those who live and work in the country, and without spoiling what they go to the countryside to seek. The present proposals of the Government are concerned with this problem. 2

Indeed by 1973, those people without cars got only a passing reference in official reports:

Where there is a high urban population the policy should no longer be to divert their recreation towards the countryside but to provide day visit facilities close to the

towns. The reasons for this policy in terms of conservation and recreation enjoyment, are set out in the following paragraph (sic). It is also recommended on traffic grounds, that day trippers should have to make longer road journeys than necessary in search of recreation is against both their own interests and the interests of the rest of the public. The journey to the place of recreation (when the journey does not itself constitute the leisure activity) subtracts from the time which can be spent at the place of recreation. Since recreational journeys, by definition, take place most often at peak holiday times, their enjoyment is often marred by traffic jams. Added congestion on the roads interferes with other road users. Moreover people without the use of a car, whose numbers should not be under-estimated, may be unable to make the journey at all. 3

In time, however, the issue begins to emerge via a concern about the urban fringe and attempts to adapt and develop public transport for countryside recreation. In the first case immobility is not the central issue but it is an important supporting argument.

There is a need to develop more recreational facilities in the urban fringe, in order to provide a wider range of opportunities which are more accessible to city dwellers, especially those who do not own cars, and to relieve pressures on the national parks and other sensitive areas of countryside. 4

These areas [urban fringe] are also important for recreation. First they are closer to towns than the open countryside and therefore of special value to those who live in city centres, are without private transport, and have relatively poor access to open space. Secondly, they offer unique opportunities to bring underused land into fuller, more socially beneficial use, and at the same time upgrade its visual attractions. 5

within the Countryside Commission, however, the issue had emerged more strongly. Research work on public transport and countryside recreation focused initially on congestion at pressure points e.g. Goyt 1970-71 but culminated in a 1976 study which examined the issues more broadly and listed lack of private transport as a circumstance in which public transport services may be most relevant for countryside recreation.⁶ While in 1978, in advising on the public transport for countryside recreation, the Commission listed lack of mobility as the first of seven objectives. This benefit is also stressed in leaflets publicising public transport in National Parks. There is some evidence for the increasing contribution of the urban fringe; for example the shorter average distances travelled on recreation trips in 1980 compared to 1977 (Table 6).

But the long term trend of increasing public transport costs to the consumer, relative to those of private transport, must surely militate against public transport regaining its former role as prime recreation carrier.⁷

TARGETS FOR FUTURE POLICY

One of the principal objectives of recreation policy is increasing the availability of recreation opportunities. Such policies usually fail to

distinguish between:

- extending participation to a broader cross-section of the population (increasing the number who participate);
- increasing the frequency with which present participants go to the countryside.

It would be more equitable if public policy was to concentrate on the former. Not every member of the population has the means or the interest to participate in countryside recreation. Given that levels of participation are already high (68% made at least one trip in 1980) it would be more profitable to look for evidence of marginal cases, of social groups who would like to participate but rarely do so - and be particularly convincing if policy measures could be directed to those who have done so in the past.

How might such social groups be identified? The analytical framework presented in this paper offers one possibility. The acquisition categories lie across one crucial marginal zone, the mobility threshold. Their representation throughout the population provides a potential target population for countryside trips. Their actual participation shows how far this potential is realised at present. In Figure 7 these distributions are plotted cumulatively as idealised curves (Figure 7a) and as actual values

in a bar-chart (Figure 7b). The discrepancy between actual and potential performance is small for established ones, and two car-owning households. It is large around the mobility threshold, in those groups who have relinquished or recently acquired access to a car. It is these groups who deserve further analysis and research to see whether their participation can be encouraged.

NOTES

- 1 In this paper, trips to the countryside include: drives, outings and picnics, visits to the undeveloped coast or to historic buildings, stately homes, gardens, parks, safari parks or nature reserves in the countryside, walking (more than two miles), taking part in or watching any sport in the countryside.
- 2 Ministry of Land and Natural Resources, Leisure in the Countryside - England and Wales, HMSO, London, 1966, Cmnd. 2928, para. 5
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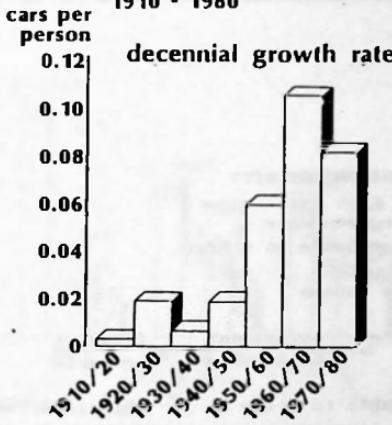
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TABLE 6 DISTANCES TRAVELED ON COUNTRYSIDE RECREATION TRIPS

Origin of trip				
Holiday Accommodation	From home On holiday	From home Not on holiday	All trips	
(Average return distance travelled in miles)				
1977	47.0	65.9	53.5	53.2
1980	46.3	57.4	49.7	50.1
(Percentage of trips)				
1977	24	6	69	100
1980	12	10	77	100

n = 5051 (1977), 6305 (1980)

**Figure 1: TRENDS IN CAR OWNERSHIP
1910 - 1980**



Source: Dept of Transport

**Figure 3:
ACQUISITION OF A CAR AND COUNTRYSIDE RECREATION**

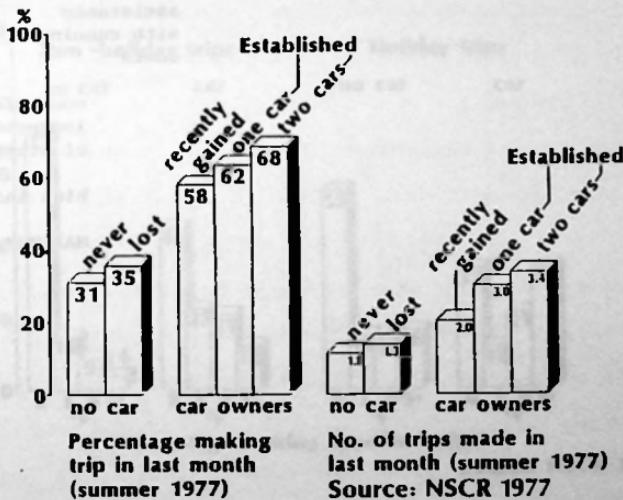


FIGURE 2 THEORETICAL FRAMEWORK FOR EXAMINING MOBILITY

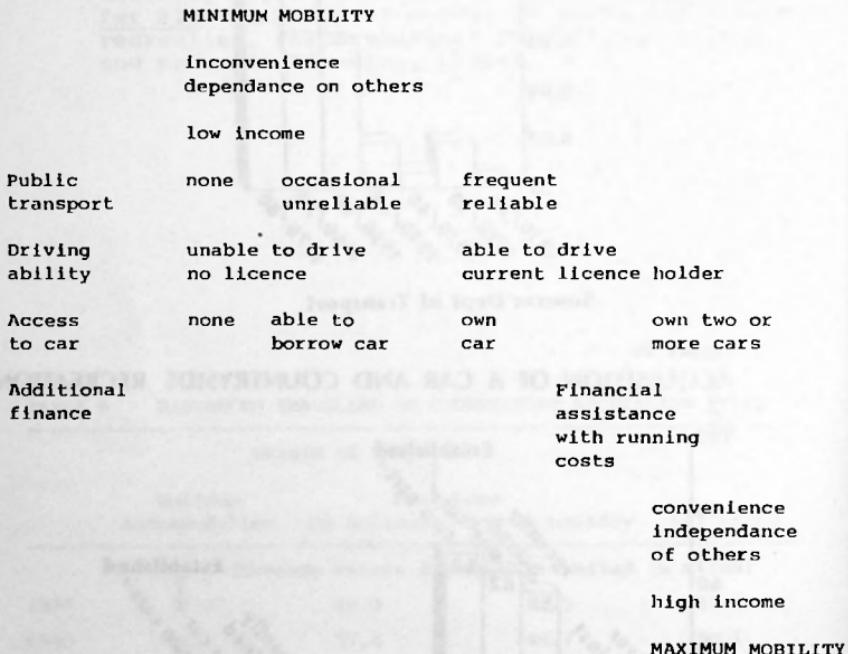
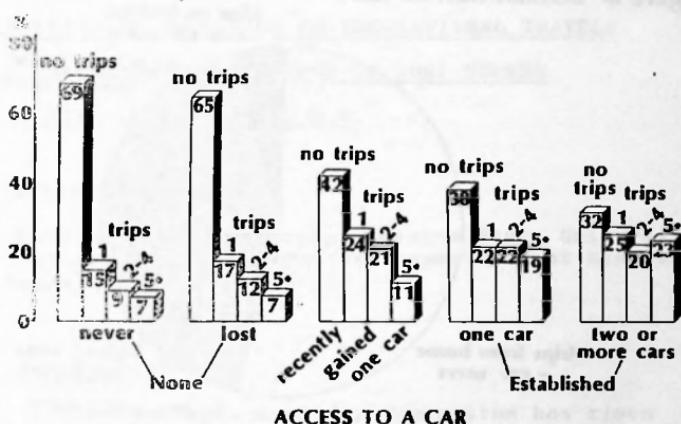
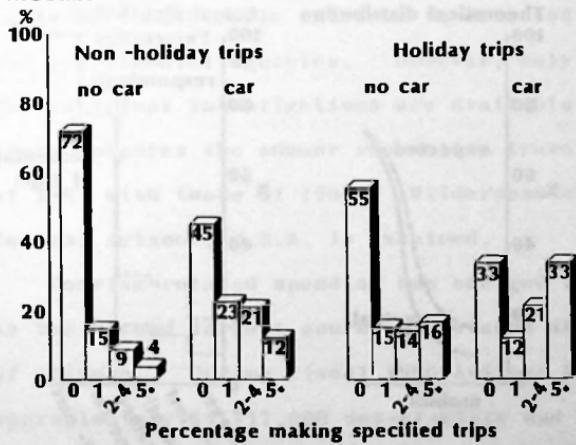


Figure 4:
ACQUISITION OF A CAR AND TRIPS TO THE COUNTRYSIDE



Source: NSCR 1977

Figure 5:
MOBILITY TRIP AND HOLIDAY MAKING



Source: NSCR 1977

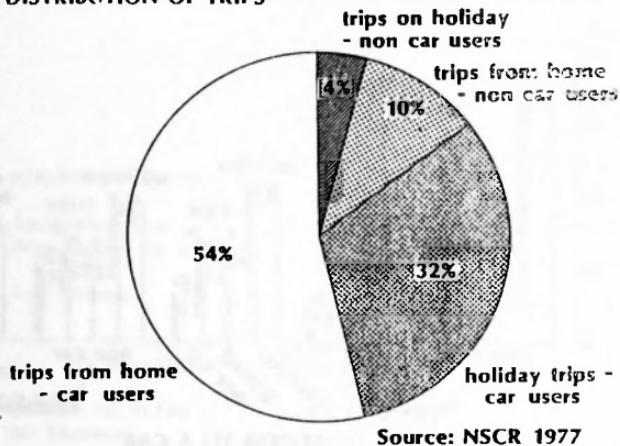
Figure 6: DISTRIBUTION OF TRIPS**THE EFFECT OF MOBILITY ON TRIP MAKING**

Figure 7a:
Theoretical distribution

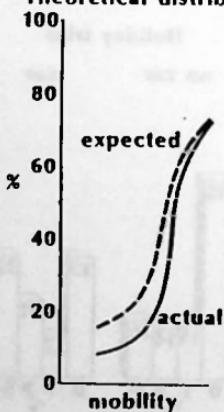
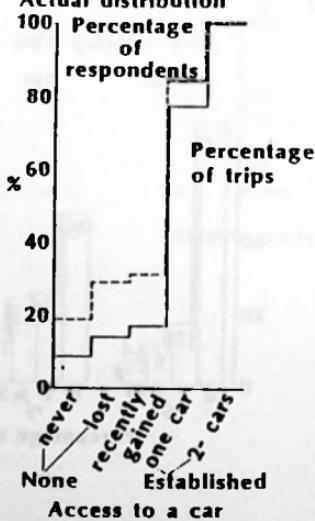


Figure 7b:
Actual distribution



Source: NSCR 1977

EFFECTS OF INFLATION ON RECREATIONAL TRAVEL:A PRELIMINARY ASSESSMENT OF 1981 SUMMERCAMPING IN ARIZONA, U.S.A.

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INTRODUCTION

The cost of travel for recreation has risen sharply in the U.S.A. in recent years. The response of recreationists to escalating travel costs is a topic of considerable interest to affected businesses and governmental agencies. However, only a very few empirical investigations are available. This study compares the summer recreation travel patterns of 1981 with those of 1980. Wilderness camping in Central Arizona, U.S.A. is examined.

Tourism-related spending has emerged recently as the second largest source of revenue in the State of Arizona. During fiscal 1980 Arizona hosted approximately 14,717,000 out-of-state and over 1,7000,000 in-state visitors. Aggregated, direct tourist expenditure for this period is estimated to be \$3,649,400,000.¹ However, the latest figures indicate that the sustained, broad-based growth of

recent years may be in jeopardy. For example, while visits to Arizona national parks and monuments during the first nine months of 1980 have increased slightly over the same period in 1979 (2% and 3% respectively), use of national recreation areas and state water-based recreation areas has declined significantly (17% and 22% respectively).²

Meanwhile, inflation has persisted in Arizona. The Consumer Price Index for the United States as a whole was 13.5% during 1980, but in Arizona the rate was even higher at 15.2%. Retail petrol prices in Arizona have increased approximately 100% over the past two years. Fourth Quarter prices in Phoenix were \$0.65 per gallon in 1978, but by the First Quarter of 1981 prices had soared to \$1.28 per gallon.³ Similar increases were occurring throughout the country. A result of these developments is that disposable income, the primary source of recreation spending, is being reduced. The economic welfare of Arizona (and other areas where visitor spending is vital) appears to be in jeopardy.

In places where the provision of recreational services is a critical component of the economy, the need for adequate information on changing patterns of demand is especially important, if difficult to obtain. Visitor spending dominates

many regional and local economies, and any threat to this economic lifeline can cause urgent concern. Continued escalation of the Consumer Price Index reduces the supply of discretionary money used for recreation. While frequent and detailed reports of rising prices are broadcast widely, full details of the specific effects of such inflation upon recreational travel and related expenditures are seldom available. Consequently, officials often become apprehensive over their future - sensing that change, perhaps catastrophic change, may be imminent, but lacking sufficient knowledge of its form and magnitude. Under such circumstances, the absence of scientific projections may be 'remedied' through desperate reliance upon conjecture.

This was the case during the early months of 1981 in Central Arizona. The up-coming summer visitor season was viewed with apprehension by many business and governmental officials. Speculation over what the immediate future would hold appeared in a wide range of Arizona news media. A consensus of opinion seemed to emerge. The collective view of inflation's impact on the approaching 1981 summer season can be summarized as follows: "While visitors would be taking fewer trips this summer, they would be staying longer than in previous years". The implication of this

unsubstantiated prediction is that, aside from probable reductions in petrol consumption, very little else would change. The axiom, longer visitor stays would compensate for fewer trips, was cited frequently in the media, with virtually no disagreement in evidence.⁴

PROBLEM STATEMENT

While the above discussion of common problems facing decision-makers illustrates the need for a broadbased understanding of the multiple effects stemming from recent inflation, the purpose of this paper will be limited largely to testing the idea put forth in Central Arizona media: the principal effect of inflation on recreation travel will be fewer but longer trips. In practical terms, this means hypothesizing that: (1) recreationists will be taking fewer trips in 1981 than previously and (2) the duration of these trips will be longer in 1981 than previously.

THEORETICAL EXPLANATION

Existing theory indicates that recreation travel has an elastic response to changes in discretionary income.⁵ Therefore, prevailing high petrol prices and rates of generalized inflation can be expected to produce a significant response among summer vacationists in Arizona. The precise nature of this response is much less certain.⁶ The body of

literature addressing visitor behaviour characteristics directly is relatively new and limited in size. Examples of responses to reductions in real income include: trips of shorter duration, fewer trips, use of different modes of transportation, less distance travelled, choice of less expensive eating, lodging and entertainment, virtual cessation of vacation travel, etc.⁷ Other studies have demonstrated that at least some people will reduce spending in other quarters before reducing recreation expenditures appreciably.⁸

Existing theory, therefore, is inadequate for predicting the specific responses of outdoor recreationists in Arizona to rising fuel costs and inflation. Accordingly, decision-makers from both the government and private sectors must depend upon empirical studies of local conditions for adequate insight into the effects of inflation.

STUDY SCOPE

Examination of recreation behaviour will be confined to campground users along the Mogollon Rim - a popular summer vacation area on the edge of the Colorado Plateau in Central Arizona. (Figure 1) While other forms of summer recreation (i.e. visiting friends and relatives, sightseeing, staying at commercial resorts, etc.) are recognized as important also, camping is an excellent barometer

of summer recreation activity - especially for middle income households in Arizona.⁹

Another group that may warrant investigation are those traditional camping households that, due to deteriorating economic circumstances, opt for non-camping vacations in 1981. However, the obvious difficulties of assessing households that traditionally have camped along the Rim, but may select another type of recreation in 1981, prevent their inclusion in this study. But, past attendance figures for individual campgrounds are available from the U.S. Forest Service and these data will provide a basis for estimating any possible reduction in summer camping activity during 1981.

RESEARCH METHODOLOGY

Since published data on summer outdoor recreationists in Arizona are clearly inadequate, a questionnaire (Appendix I) was developed and administered randomly to 150 households camping in the five National Forest campsites, (Ponderosa, Tonto Creek, Christopher Creek, Canyon Point and Woods Canyon Lake) along the Mogollon Rim in Arizona. The procedure used for distributing the questionnaires was to request that one adult respondent from each household fill in a form, and then return approximately one hour later to pick up the completed document. This method of delivery,

resulted in full cooperation from virtually all campers contacted.

The general purpose of the questionnaire was to obtain comparable recreation travel data for the summer months of June, July and August during 1980 and 1981. Originally, data were sought for 1979 also, but initial results illustrated the limitations of retrospective questioning. Consequently, in the final version of the questionnaire references to 1979 were eliminated entirely and requests for actual numerical figures were altered to qualitative measures such as more/less, greater/lesser, etc. Also, as the questionnaires were administered during June of 1981, it was necessary to request comparisons between the previous summer and travel already completed in 1981, or anticipated during the remainder of the 1981 summer season. Principal measures used for comparing past recreation performance with the present are changes in: (1) number of trips, (2) duration of trips, (3) distance travelled, (4) amount of petrol consumed and (5) personal perceptions of recent changes. Finally, in order to facilitate comparisons of 1981 characteristics with 1980, response to individual questions were determined to represent either: (1) little or no change, (2) positive changes (a better condition in 1981) or (3) negative change (a worse condition in 1981).

QUESTIONNAIRE RESULTS

From published literature and information gleaned from questionnaire responses, it is possible to generalize that the 150 campers under study fall well within standard middle to upper-middle socio-economic groupings. Characteristics such as occupations, educational levels, incomes, age/sex ratios and family sizes are all representative of Middle America, particularly as found in Metropolitan Phoenix, Arizona, from which 86% of the study sample originates.

Comparisons of 1981 and 1980 for the entire study sample are presented in Appendix II, Table A. While only 13.3% expect to be taking fewer camping trips in 1981, 38.6% expect the same number of trips and 48.0% anticipate taking even more camping trips during the summer of 1981. From examination of individual questionnaire responses (not shown in Table A), it can be determined that the number of summer trips per household increased from a mean of 4.553 in 1980 upward to a mean 5.469 in 1981.

With only 9.3% indicating trips of shorter duration, 57.3% expecting no change and 33.3% longer stays, no major shift in trip length is apparent. Hence, widespread pronouncements that recent inflation would cause recreational travellers to take fewer trips, but of longer duration, is rejected - at

least to the extent that it applies to summer campers in Central Arizona. The figures in Table A indicate that rather than generally fewer trips, as predicted above, 86.6% of those surveyed actually expect to be taking as many or more trips in 1981 than previously. In view of more trips rather than fewer, the 33.3% who look forward to trips of even longer duration is not easily explained - other than pointing out that increased duration cannot be in primary response to a major reduction in number of trips - as suggested above.

Table A figures on trip frequency and duration are in sharp contrast to that prognosticated in the media and hypothesized above; thereby resulting in the rejection of the prediction that 1981 summer recreationists would be taking fewer trips, but staying for longer periods of time. Table A indicates that only 13.3% will have fewer trips and 33.3% longer stays. These percentages may not be insignificant, but they fail to indicate a development of the magnitude suggested in the media.

ADDITIONAL DATA

While the primary aim of this study is limited to merely testing a popular media prediction regarding inflation's impact upon tourist travel, additional measures of change are presented in an attempt to extend the search for other possible

reactions of recreationists to inflation. The introduction and cursory examination of these additional data sets and subsets are intended to facilitate the additional research still very much needed for an adequate understanding of inflation's impact upon recreation-based travel.

The number of respondents indicating that they plan to drive shorter distances during 1981 is 28.0%, with 13.3% expecting to journey further (Table A). The 28.0% indicating trips of lesser distances is a far higher response than the 13.3% and 9.3% reporting respective reductions in trip frequency and duration. Additionally, more than three times as many respondents are taking more trips and staying longer than their counterparts taking fewer and shorter trips. Whereas, those indicating less distance travelled actually outnumber those going further by a ratio greater than 2:1. Indeed, the category of trip distance registers more negative change and less positive than any other index in Table A.

Petrol consumption, similar to trip frequency and duration, indicates that more people will buy increased amounts of petrol in 1981 than people purchasing less (34.0% vs 20.6%). The remaining index, Overall Perception, reveals that more people believe their recreation prospects to be worse in

1981 than the number of people perceiving themselves to be better-off in 1981 (26.0% vs 20.0%).

Lastly, calculation of a mean percentage for each column provides a simple, if limited, aggregated index of change. When all five indexes are amalgamated in this fashion, an overall picture of stability seems apparent. While negative change is anticipated by 19.4%, the remaining 80.6% expect 1981 to be the same or even better than in 1980. With an aggregated index (mean) indicating little or no change for approximately 50% of the study, positive changes for 30% and negative changes for only 20%, serious doubts are cast on the aforementioned fears of many officials that summer travel would be altered radically by spiralling inflation. A preliminary examination of data from summer campers in Central Arizona suggests that the 1981 summer season will be much like the previous summer of 1980.

Table B through Table K contain further data on a variety of possible subgroups extracted from the original sample of 150. Membership in these selected subgroups is not mutually exclusive (i.e. a retiree also may be travelling in a motor home and a shorter distance in 1981). The first four groups (B. Retirees, C. Households Travelling with Children, D. College Graduates and E. Tenters) all bear noticeable correspondence to changes outlined for

the total sample (Table A). Table B shows Retirees to have almost equal proportions experiencing positive and negative changes (26.8% vs 25.0%). However, Motor Nomads in Table F actually register more members with negative changes (29.5%) than positive (23.8%).

In search of additional explanation other subsets were extracted from the original data. Looking for extremes, data were compiled separately on groups with a common negative quality. Examples are campers that take fewer trips in 1981 (Table G), trips of shorter duration (Table H), travel fewer miles (Table I), buy less petrol (Table J), and perceive themselves to be experiencing major negative impacts from inflation (Table K). While individual indexes do vary appreciably, not surprisingly, these subgroups with at least one common negative quality usually contain far more members with negative changes than positive. Unexplainedly, even with these strong structural biases, some positive responses still occur.

Graphic comparisons of positive and negative changes found in Table A through Table K are illustrated in Figure 2. The stronger negative orientation mentioned above for Table G through Table K is apparent here. The data compiled according to selected categories of campers in

Table A through Table K are recompiled in Table L through Table R in order to demonstrate differences in response to specific indexes of change (i.e. trip frequency, duration, distance, etc.). Figure 3 presents this same information in graphic form.

CONCLUSIONS AND FURTHER RESEARCH

The original aim of this study was limited to an examination of the claim that inflation would lead to fewer, but longer, holiday trips. A survey of summer campers raises serious doubt over the validity of this. Only a tiny minority were taking fewer trips (13.3%), while many more were actually planning additional trips in 1981. One third of those surveyed do expect trips of longer duration in 1981.

Two conclusions can be made. First, the media message that plans for recreational travel will be altered by inflation towards fewer and longer holidays is rejected - at least as a statement with universal application. Secondly, the additional data collected, while examined only very briefly, indicates quite convincingly that responses among travellers to inflation are exceedingly varied and complex - requiring considerable further work. Questions deserving investigation include: (1) How does a reduction in discretionary income, for the nation as a whole, affect particular recreation

places and activity types (i.e., camping vs skiing vs casino gambling vs attendance at soccer matches, etc.)? (2) What is the behavioural response of individuals who find that their preferred type of recreation has become too expensive? (3) Within individual households, what is happening to the budgetary priority awarded to recreational expenditures? Open responses to questionnaire item 19 (Appendix I) suggest that many people consider recreation a very essential component of their lives and fully intend to continue camping - even if funds must be transferred from other areas. How strong and widespread are such unorthodox sentiments? Even a minor shift in basic attitudes toward recreational spending contains very significant implications for all managers of recreational enterprises.

In sum, the simple notion that inflation produces fewer, but longer holiday trips was rejected by the evidence collected and analysed. However, the full effects of inflation on recreation travel still remain largely unknown. It is hoped that this preliminary assessment and the accompanying data will serve to generate further research into the effects of inflation upon recreational behaviour.

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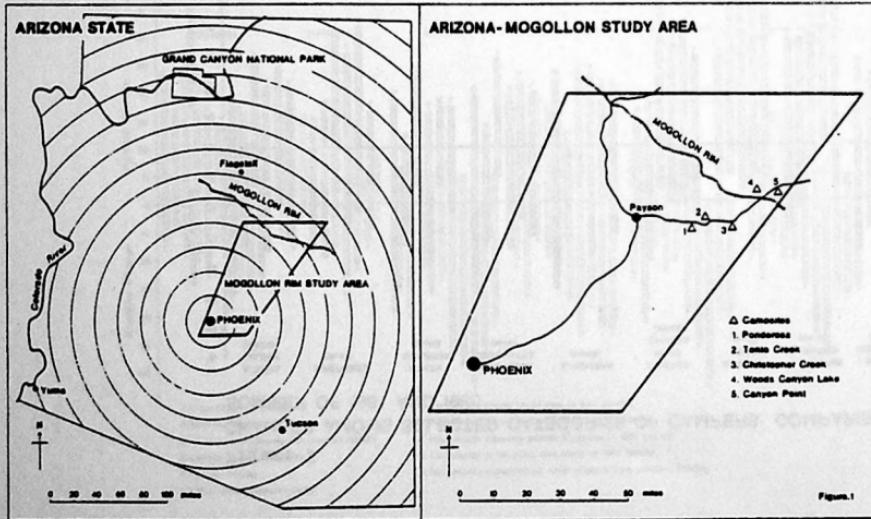


Figure 1

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Figure 2
CHANGES AMONG SELECTED CATEGORIES OF CAMPERS: COMPARISONS BETWEEN THE SUMMER OF 1981 AND 1980

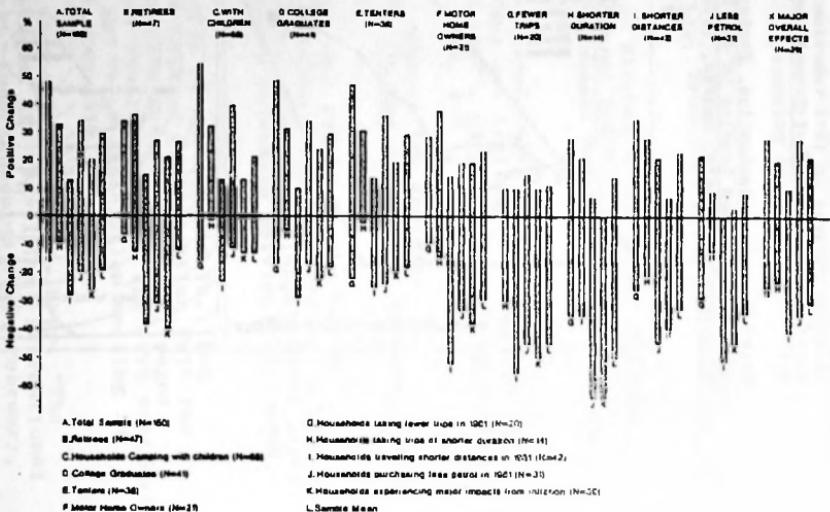
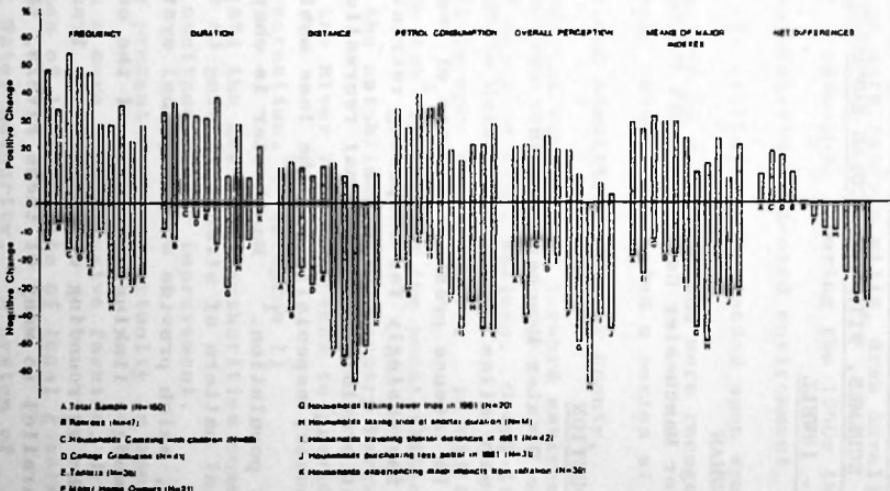


Figure 3

INDEXES OF CHANGE: COMPARISONS BETWEEN THE SUMMER OF 1981 AND 1980



3

ACCESS TO THE 'URBAN FRINGE' FOR INFORMAL
COUNTRYSIDE RECREATION : GREATER MANCHESTER RIVER
VALLEY SCHEMES, WITH PARTICULAR EMPHASIS ON
CROAL - IRWELL

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INTRODUCTION

The Greater Manchester County covers approximately 500 square miles with a population of about 2.7m. There is intense pressure for use of remaining open land, increasingly for competing recreational pursuits. Present provision for informal recreation is inadequate, especially for the less mobile sections of the population.¹ Manchester is characterised by a radial pattern of streams flowing to the River Mersey, which provide a subregional system of open space wedges linking the heart of the conurbation with the surrounding countryside. Transport routes run parallel to many of these rivers, thus offering great potential for visitors to reach recreation sites by public transport.

Industrialisation changed Freeling's early nineteenth century image of the valleys surrounding Manchester -

the beautiful valley of the Irwell, which...
is one of the most picturesque scenes in
England, and for variety and beauty is
exceeded by few localities of similar extent²

- to pictures of dark satanic mills, drab dereliction
and devastated landscapes. During the 1960s the
problems of Manchester's neglected environment, and
the potential for providing much needed open space
through reclamation of derelict land were recognised.
Lancashire County Council initiated a series of
working groups and committees linking County,
Borough and District Councils to forward environmental
improvement of selected river valleys. Croal-Irwell,
Mersey and Medlock were the pioneers. In addition
the Countryside Act³ introduced the possibilities of
grant aid for the establishment of Country Parks,
now linked to the River Valley schemes to provide
for informal recreation.⁴ (Diagram 1)

In April 1974 the new local authorities committed
themselves to continue valley improvement.
Reorganisation presented the opportunity to approach
the valleys in a more comprehensive fashion, drawing
on the resources of larger units of local government
and a Regional Water Authority. A system of
financing and managing the River Valley Schemes was
agreed between County and District Councils - the
GMC agreed to finance new capital works, a wardening
service for the major valleys and parks, and a

revenue budget to maintain informal public areas; the DCs agreed to contribute appropriate lands and buildings, and assist with land maintenance in their areas of the valleys. Funding is by means of a proportion of the County Precept on local rates, with essential capital grants from government agencies such as the DoE (Reclamation), Countryside Commission and Regional Tourist Board. Three principal aims have evolved for Croal-Irwell. These are to improve the environment of the Valley, to improve public access and to improve the scope for recreational use.⁵ Eventually, revenue funding may be available to assist with experiments in encouraging the use of public transport - the Wayfarer Project is a start.

THE LOCAL, REGIONAL AND NATIONAL CONTEXTS

In 1971, 57.6% of households in Greater Manchester were without access to a car;⁶ in the Inner City Partnership Area (central Manchester, Salford) non-car households comprised 69.9%.⁷ All but two of the ten districts in Greater Manchester had percentages of non-car owning households higher than the national average of 48%.⁸ (Diagram 2) With such figures the importance of a range of recreation opportunities within easy reach of those without cars is clear. In the North West about 37% of participants in sports appear to travel by car, but over 40% of participants travel for only

fifteen minutes or less.⁹ (Diagram 3) In contrast, the largest percentage travelling for countryside trips, (some 27%) cover between thirty and fifty miles.¹⁰ This figure differs considerably from the pattern found in the national survey undertaken eight years later.¹¹ (Diagram 4)

The Regional Sports Council conclude that informal countryside sites close to urban areas are often very popular destinations. Experience in Greater Manchester has shown that nearby sites containing accessible (though not always clear) water, varied landscape and sheltering landform are indeed popular.¹² When trips to the coast and countryside are compared against occupation groups¹³ (remembering the differences in overall numbers and car ownership) the general assumption that 'lower status groups show a distinct preference for the coast' and 'a preference amongst professional workers for the countryside' deserves further investigation. (Diagram 5) How much of this preference is associated with tradition, or the difficulties of a trip to the countryside without a car? What groups are served by the informal countryside recreation sites provided by the local authorities? If the percentage participating in countryside activities in the four weeks previous to the 1977 National Survey¹⁴ are considered, the low car ownership figures for the North West could again

be relevant. (Diagram 6)

THE RIVER VALLEYS

Croal-Irwell is typical of most major river valleys in Greater Manchester. (Diagram 7) The Croal-Irwell Study Area (Diagram 8) covers over sixteen square miles, some twenty miles length of river, from Stubbins (on the Lancashire boundary) through Ramsbottom, Bury and Radcliffe to the Crescent in central Salford. Tributary rivers (Bradshaw Brook and the Croal) flow through Bolton to meet the Irwell at Nob End. The basic landforms are steep sided valleys, gorges and meandering river plains. The valley forms affect the transport pattern and limit river crossing points.¹⁵ Whilst there is a general assumption that most informal recreation trips are made by car, almost 60% of residents in six of the ten districts are in households not owning a car.¹⁶

ACCESS BY CAR

The motorway network allows thousands of families from the conurbation and beyond to be within thirty minutes drive of Irwell Valley sites.¹⁷ (Diagram 9) Completion of the motorway network around the eastern edge of Greater Manchester will increase this catchment. At Moses Gate, Whitefield, Bury and Summerseat, motorway junctions with local roads give direct entrance to the Valley. As the Mersey Valley and its water parks are accessible by car from the

north, so the Croal and Irwell Valleys can easily be reached by car from south Manchester. As yet, use of the sites appears to be predominantly by local residents from towns immediately adjacent (with the exception of water sports enthusiasts). Main roads tend to avoid the riverside and parallel valley slopes, for example the A666 to Bolton or A56 to Bury.¹⁸ (Diagram 10) At irregular intervals major roads descend the steep valley sides to cross the river, bringing visitors from surrounding towns into the heart of the Valley. Few of these routes are specifically signposted for recreation sites. Public footpaths from the main roads to the Valley are often like a maze.

Access to recreation sites within the Valley is often along local roads, and in some places these pass through housing areas. Often such roads were not designed to take the considerable traffic attracted to recreation sites, although pressure usually occurs only at weekends or on good summer days. These 'peak' problems seldom justify highway improvements, and traffic management schemes such as no parking areas may be essential. However, these, together with new car parks, designed to improve access to the Valley, may inconvenience local residents.

There are relatively few minor roads in the Valley which could be considered to have potential as

recreation motoring routes without causing extreme congestion. However, a few of these roads, with small scale parking provision could give access to areas available for walking, picnicking or viewing.

Within the Valley many recreation areas provide extensive car parks for those disabled, or wishing to come beyond walking distance with equipment, but signing of these car parks from adjacent centres is not always adequate. In contrast there are areas of the Valley which are relatively inaccessible by car, because of the Valley form or private roads.

PUBLIC TRANSPORT FOR RECREATION

Time, cost, and ease of travel are important factors in the use of transport for recreation. The advantages for those with a car, of stowing the family paraphernalia in the boot, providing shelter, avoiding waiting, or changing vehicles, are considerable. In addition fuel and parking charges are the only noticeable costs. However the high proportion of families, older residents and children without cars in the conurbation require adequate public transport services for recreation and suitable connecting services. The valleys are not remote rural areas, public transport does exist, but minor improvements could facilitate recreation, and available services could be specifically promoted for recreation trips.

There are express bus and train services to northern parts of the valleys from central Manchester and Salford which provide a reasonably fast service on weekdays. On Sundays, when most countryside trips are made, services are irregular and infrequent. Arrangements for changing between railway station and local buses in the centre of Bolton are far from ideal. In Bury the new interchange is excellent, but there are no Sunday trains, and its opening has severed the link with the East Lancashire Railway to Rawtenstall.¹⁹

A further disincentive to use of public transport is the range of fare structures in the area, (Diagram 11) The contrast between faster express services and local routes is marked. Greater Manchester does have the advantage of the Saver Seven weekly tickets (four prices covering all buses and a range of rail zones). Little advantage is taken of this facility to promote weekend travel for recreation, or advertise accessible places of interest. It is only recently that Greater Manchester Transport ten journey tickets can be accepted on Lancashire operated buses within the county area. In summer 1980, some concessionary family tickets were available at reduced rates to encourage weekend travel for excursions. Unfortunately operational difficulties at times make launch dates uncertain, and thus

promotional material, essential to inform visitors of the possibilities, is somewhat limited. The potential is there - it is hoped the Wayfarer Project will develop it.

Local services from Bolton, Bury and Salford connect urban centres such as Farnworth, Whitefield or Ramsbottom with outlying housing estates and villages. Many of these estates are on the valley edge, with footpath access to the Valley, or to riverside footpaths. The disadvantages for the visitor from another part of the town, are in finding the appropriate bus or train, long waits, getting off at the right place, and orienteering one's way to the correct path. Waymarking, signing and leaflets may help, as would information to bus drivers, but finance is needed. Between Salford and Bromley Cross the Blackburn train service stopping at Clifton, Kearsley, Farnworth, and Moses Gate, provides excellent access to attractive areas of the Valley during the week. Sunday trains now stop at Moses Gate only a few minutes walk from a major recreation area.²⁰ Bury line stations between Prestwich and Radcliffe are close to pleasant pedestrian or cycle routes. Unfortunately there is no Sunday passenger service and the scenically impressive line through the Valley to Ramsbottom is closed. From both Bury and Bolton there are direct bus services to northern

areas of the Valley: an excellent moorside bus (Service 236) links Bolton to the upper Irwell at Holcombe and Ramsbottom.

In the central valley area buses use all the main routes across the river, with direct, reasonably regular services to places such as Moses Gate or Drinkwater Park. In the north, local bus services to, for example, Bradshaw or Summerseat, give access to attractive valley areas of exceptional interest for local and natural history - but these (except for the school services) are threatened by recurrent financial crises. Can promotion of recreation use generate sufficient additional revenue to prevent such cuts? In Salford, cross town services connect inner residential areas with recreation sites (such as the Old Race Course or the Victorian Conservation Area of The Cliff) but costs can be quite high for a family outing. Within the Valley the range of local services does suggest the potential for developing recreation routes. Visitors can, for example, arrive at Radcliffe station, follow the canal route through the Valley for some miles, and return by bus to the same station or a departure point on the Bolton line. For such routes to evolve, a general travel ticket, public information and clearly signed routes are necessary.

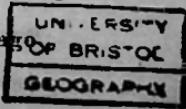
ACCESS TO THE VALLEY FOR RIDERS

Leisure motorcycling, scrambling and horseriding are growing in popularity, but the overall numbers involved are still relatively low.²¹ Cycling or riding on heavily trafficked main roads has few recreational attractions, and connections between minor roads and tracks in the Valley are often poor. In some of the more extensive formal parks cycling is permitted on surfaced tracks. The bicycle, in contrast to the horse, is inexpensive, entailing neither fuel nor feed costs and is carried without cost on trains, but there are few opportunities for cycle hire in the Manchester area.

In the river valleys there are conflicts between cyclists, horseriders and motorcyclists, all wanting access to the same paths, and occasionally endangering other users. The speed at times associated with all three forms of movement could lessen the enjoyment of pedestrians. The noise of motorcycles is often obtrusive. The local authorities face considerable problems in allocating decreasing financial resources for minority groups with expensive hobbies, especially those which conflict with other uses. Riders must surely be expected to pay something towards the cost of maintaining and administering any facilities, as sailors and anglers do.

At weekends, where public transport services are reduced, bicycles could provide a means of alternative access to the Valley, particularly with the co-operation of BR, but nothing is done to promote this form of transport. Motor-cycles bring visitors from the conurbation to some areas inaccessible by car, as do horses transported to the area for recreational rides. There are relatively few routes for riders from surrounding areas which avoid the use of main roads or public footpaths. Many paths under local pressure, used for riding, have surfaces so deteriorated or eroded as to become impassable for walkers. Further surveys on accelerated erosion and assessments of the effect of preventative measures would be helpful. Measures to deter riding make paths impassable for pushchairs or disabled as well. In other areas, with minor improvements, attractive routes could be provided, but finance will be needed for additional maintenance and route marking.

Within the Croal-Irwell Valley there are only a few bridlepaths or roads used as public paths and no recognised cycleways. Throughout the Valley the few river crossing points are seldom convenient for recreational wandering, but footbridges across fast flowing rivers of the Irwell's size are expensive to construct. Bridges able to sustain horse tonnage would be even dearer.



Disused railways and canal towpaths offer potential for riding or cycling, but other users and natural or industrial history sites need protection. The construction of the Bury-Bolton towpath along the steep side of the Irwell gorge makes conflicts between riders, anglers and walkers very likely. At present several valley farms and small holdings rent out stables and grazing. There are areas where farmers might consider charging for limited riding on selected routes around their land, or riding may be permitted in some of the larger parks. Such routes could be tried on an experimental basis with a permit system, and sanctions to eradicate irresponsible use.

ACCESS FOR PEDESTRIANS (Diagram 12)

For pedestrians, access to the Valley for recreation can range from a short Sunday stroll to a longer exploration of the region's industrial and natural history. The rivers and streams offer great variety of interest, and change with changing weather and seasons. The potential of the riverside footpaths as recreational routes between Salford and northern areas of the Valley is considerable. A walkway from the Salford City Museum at the Crescent follows the riverside through Peel Park. Between Moses Gate and Kearsley Park in Bolton paths have been created or improved to open

impressive views of the Croal, Irwell and hills beyond. In Bury the canal towpath is an attractive historical route of several miles through very different scenery. Throughout the Valley many paths could be further developed as local recreation routes, nature or interest trails, linking the main Valley route with public transport, car parks or adjacent urban areas.

The condition of paths, the ease with which they may be followed, the quality of information and signposting, and the interest of the route, are all important. Only some four miles (in short stretches of a few hundred yards) of the main twenty mile riverside route were actually obstructed or without public footpaths.²² At several points important valley paths pass behind back gardens or through busy industrial works, with problems of dumping garden compost and industrial wastes which become less acceptable with increased leisure use. The County Engineer's limited finances mean that it will be the River Valley Budget and warden service which undertakes most works done even on the main route.

The rivers Croal and Irwell pass through the centres of Bolton and Bury respectively, but the river or canal side valley footpaths are not immediately visible. North of Bury the Irwell Valley Way starts at a new reclamation site, Bury

ground (the site of Robert Peel's early cotton works), with the canal towpath reached through some side streets to the south. In Bolton the main path follows the Croal, Tonge and Bradshaw Brook, with the path accessible from main river crossing points. Although the routes do exist, signing is essential. Some of the footpaths from smaller settlements such as Ramsbottom, Bradshaw, Radcliffe, Kearsley or Whitefield have been neglected and also require signing. Footpaths have seldom been safeguarded against housing development: future planning applications should protect paths so that new residents also have the opportunity to reach the Valley easily and old routes are not lost.²³

Many paths offer potential for the creation of circular link routes, between the main valley route and public transport, or parking areas. A leaflet of walks, By Ways 1, around the popular recreation area of Moses Gate has been published.²⁴ Similar leaflets are in preparation for other valleys, and it is hoped that co-operation with the Wayfarer Project may emphasise the advantages of public transport. If the visit is made more interesting, the frequency of visits could be increased.

A detailed survey of footpaths was undertaken in summer 1977.²⁵ In consequence, work on the main Irwell Valley Way has been given priority.

Paths within the Valley open up riverside views, glimpses of old industrial sites or geological exposures. While the surroundings can be magnificent, there are also paths where industry does not enhance recreational aspects. Where there are derelict sites within the local authorities' reclamation programme, paths will usually be provided if safe access to the site is possible, but may not be designated Public Rights of Way. In agricultural areas of the Valley there is often a range of interesting and well preserved public footpaths, although sometimes the direction of routes is unclear. Some of these paths, if linked to other transport routes, could be used as an introduction to the countryside and farming; a few could provide a basis for farm trails explaining local agricultural practices and could if combined with other countryside facilities, become recreational attractions.

Former transport routes provide excellent access for pedestrians. At Whitefield the disused Clifton Junction railway line is a nature trail. At Tottington, the Holcombe branch line has been acquired by the Council and is used for local recreation. The towpath of the disused canal provides attractive walks between Bury, Bolton and Salford. There are many fascinating remains of associated early industries, as well as narrow boats, cranes, locks,

present planners are uncertain of the extent to which the public is deterred by fear of trespass, unfamiliarity, lack of signing or ill drained or uncomfortable surfaces. Perhaps, as use and publicity increase, people unfamiliar with maps will be encouraged to explore. As local interest and care for the area grows guided walks, simple trail leaflets, school tours, and waymarking should encourage use of valley footpaths, in a county rich in industrial heritage. The effects on the countryside need to be monitored, and this use of valley resources linked to developments in public transport, particularly to improve access for non car owners.

ACKNOWLEDGEMENTS

- 1 Greater Manchester Council, Planning Department for permission to include material, produced by author, for Croal-Irwell Report of Survey, and its Summary.
- 2 N.W. Council for Sport and Recreation for permission to reproduce information and diagrams from Basic Facts on Participation.

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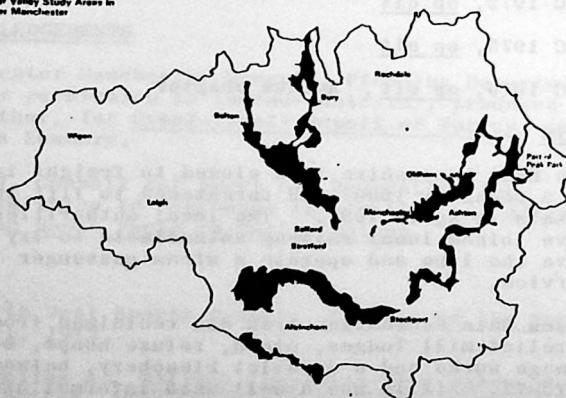
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- 13 NWCSR 1980, op.cit 20
- 14 Ibid, 14
- 15 GMC 1979, op.cit
- 16 GMC 1975, op.cit
- 17 GMC 1979, op.cit, Access chapter
- 18 Ibid
- 19 The East Lancashire line closed to freight traffic on 5 December 1980. BR threatened to lift the metals in April 1981. The local authorities have joined local railway enthusiasts to try to save the line and operate a steam passenger service.
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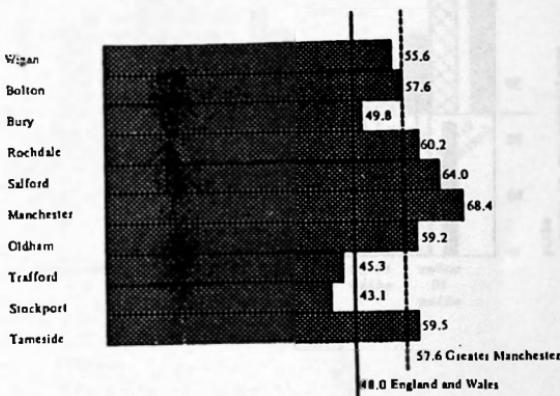
1 River Valley Study Areas in Greater Manchester



Legend:
River
County boundary
Croal-Irwell Study Area
Other valley study areas
Proposed river valley study areas

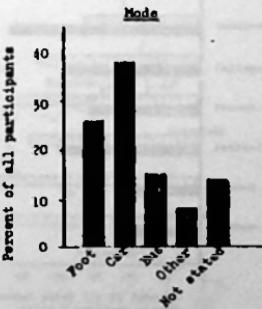
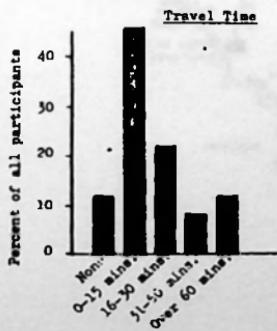
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Percentage of non car-owning households (Source: 1971 Census)

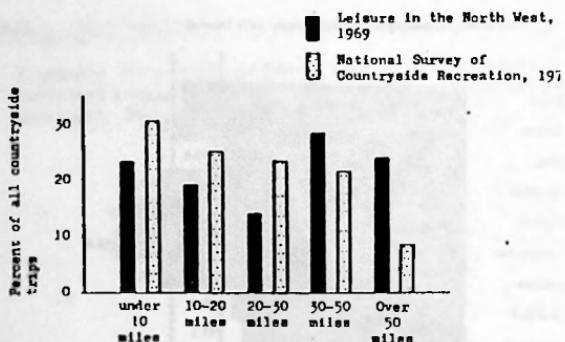


3 Travel Time and Mode of Travel for Sporting Activities in the North West

Source: Leisure in the North West, 1969

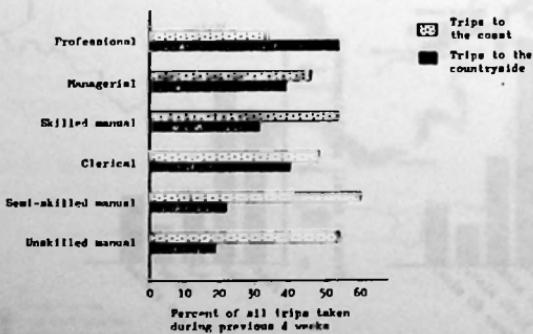


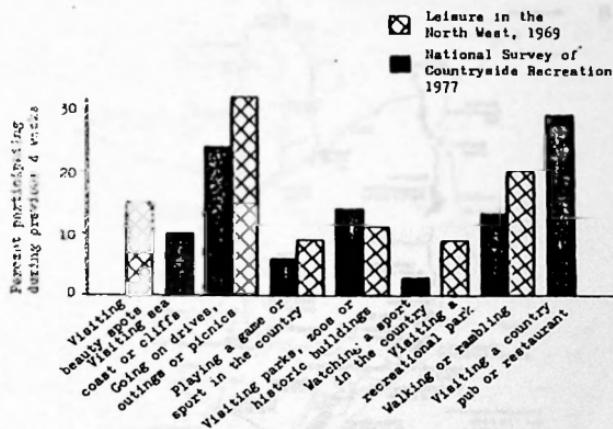
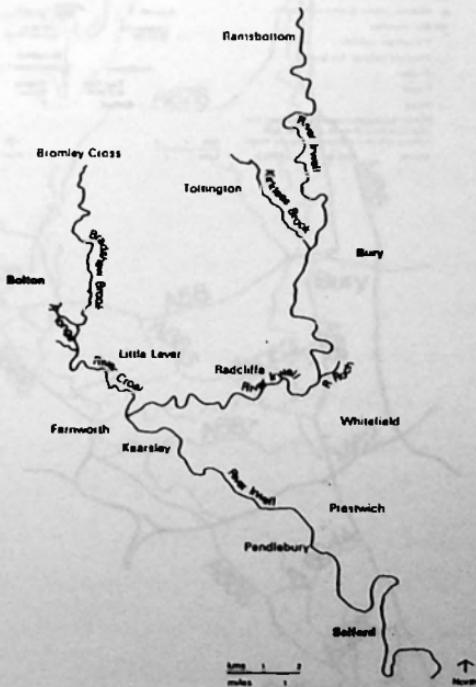
4 Distances Travelled on Countryside Trips in the North West



5 Trips to the Coast and Countryside by Occupation Group in the North West

Sources: Leisure in the North West, 1969

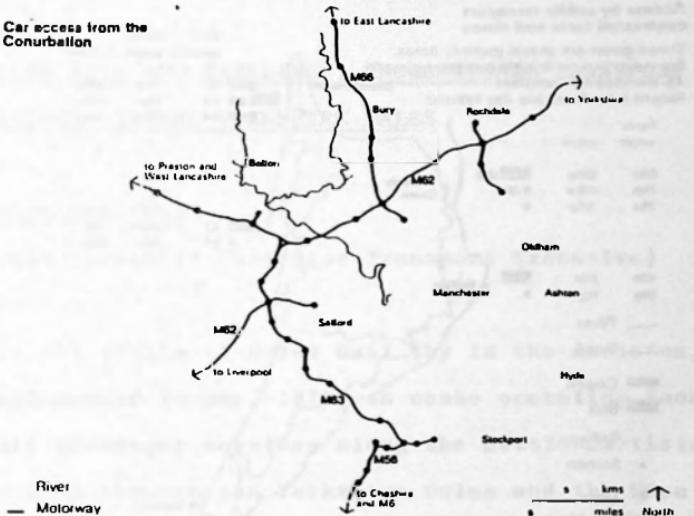


6 Popularity of Countryside Activities in the North West7 Rivers in the Study Area

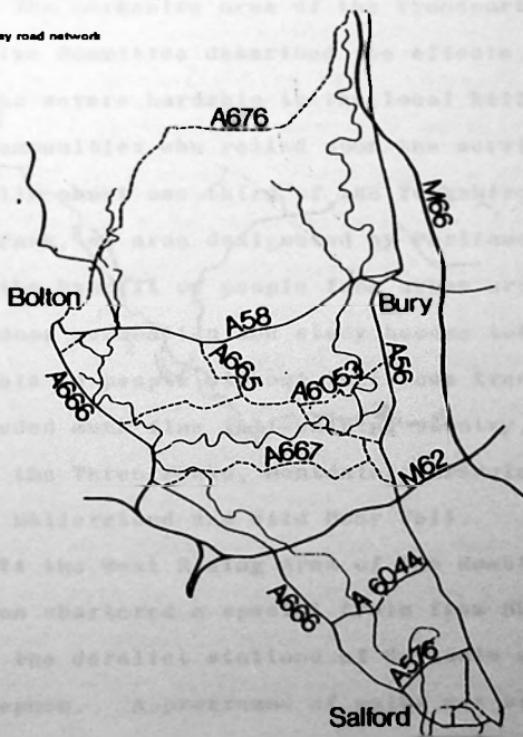
8 Recreation



9 Car access from the Conurbation

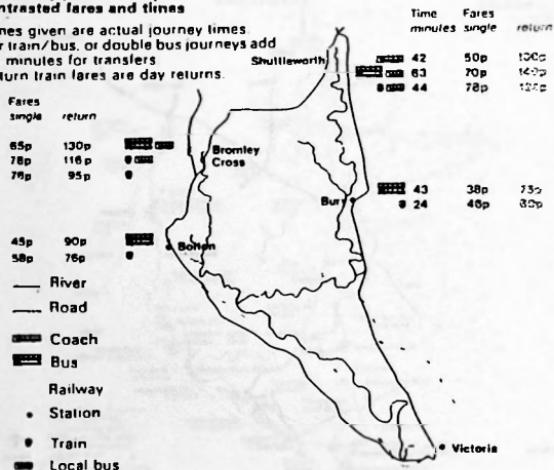


10 Valley road network



11 Access by public transport contrasted fares and times

Times given are actual journey times
For train/bus, or double bus journeys add
15 minutes for transfers
Return train fares are day returns.



North



DALES RAIL AND PARKLINK : RECREATIONAL TRANSPORT
PACKAGES IN THE YORKSHIRE DALES

COLIN SPEAKMAN

(West Yorkshire Passenger Transport Executive)

The origin of Dales Rail lay in the decision, implemented in May, 1970, to cease operating local rail passenger services along the Settle-Carlisle railway through the Yorkshire Dales and the Eden Valley. The Yorkshire area of the Transport Users' Consultative Committee described the effects of this decision as severe hardship to the local hill-farming communities who relied upon the service. Additionally about one third of the Yorkshire Dales National Park, an area designated by Parliament in 1954 for the benefit of people from urban areas to enjoy outdoor recreation and study became totally inaccessible to people without their own transport. This included much fine fell-walking country, including the Three Peaks, Dentdale, Garsdale, the Howgills, Mallerstang and Wild Boar Fell.

In 1974 the West Riding Area of the Ramblers' Association chartered a special train from BR which called at the derelict stations of Garsdale and Kirkby Stephen. A programme of walks was organised

and the train was completely sold-out. Later that year, BR announced their intention to demolish all the disused station platforms for reasons of safety and to accommodate the new Mark III stock to be accommodated along the line when West Coast Main Line trains were diverted. At this point the newly reconstituted Yorkshire Dales National Park Committee approached BR who agreed to have the station platforms made safe for occasional use; for a sum of £5,000 stations at Horton in Ribblesdale, Ribblehead (southbound platform only), Dent and Garsdale were so treated, Cumbria County Council undertaking the necessary underwriting of Kirkby Stephen. The National Park Committee then agreed with BR to become charters of a rail service. A totally new concept of recreational travel was developed, with the provider of a recreational facility, the National Park Committee, agreeing to underwrite a transport service to reach that facility.

The first phase of operation, May - July 1975, comprised three weekend services operating 4-car diesel multiple units from Leeds and Bradford to Appleby, calling at the newly refurbished stations to take ramblers into the country. On Saturdays the same units reversed at Appleby to pick up local people for a shopping trip to Leeds. Connecting bus services, Continental style, were provided as

part of the package at Garsdale station to and from Hawes and Sedbergh, which on Sundays were extended to Swaledale and the Howgills. This brought a wide catchment area to the train from the Dales and also increased the range of possibilities for walkers who could benefit from a comprehensive programme of guided walks into the National Park and Eden Valley under the guidance of experienced walk leaders.

The train and bus fares were fixed by the Park Committee at a modest level, and, by agreement with BR and the bus operators, the National Park Committee sold tickets, initially by post but later through tourist offices and in local Dales post offices. The scheme proved an outstanding success. The trains were quickly filled, and passengers often turned away from fully booked trains. The Park Committee even had a small operating surplus from the first phase.

The initial success was noted by the Countryside Commission which recognised the national implications of the project, and supported it through its experimental powers. Andrew McCullough was appointed Project Assistant for a three year period to develop the concept further under my own supervision. Innovations in late 1975 included two more weekends of operation, an experimental service from East Lancashire via the freight only

Blackburn - Hellifield line and a train from Carlisle, and set the pattern for the future.

In 1976, by agreement with Cumbria County Council and Eden District Council, further stations at Lazonby, Langwathby and Armathwaite were reopened, and services extended on Saturdays to and from Carlisle, using two separate trains (rather than a shuttle service) to provide a more flexible service. In 1978 the Lancashire connection became permanent; Clitheroe Station was reopened with the support of Lancashire County Council and Ribble Valley District Council. Additional buses provided to the Lake District and Teesdale again proved extremely popular.

In 1979, at the end of the experimental period, the National Park Committee was unwilling to shoulder all the administrative and marketing costs. West Yorkshire PTE, from where a majority of the recreational passengers originated, became the charterers of the trains from West Yorkshire, handling booking and ticket sales arrangements, whilst a consortium of authorities, including the Dales National Park, Cumbria and Lancashire County Councils and the Countryside Commission provide the necessary cash guarantee for the services which originated in Preston, Blackburn and Carlisle, technically as sponsored speculative excursions. The trains operating from Lancashire which connect with

Yorkshire trains at Hellifield are the first BR excursions and PTE charters operating together. The southbound trains now operate from Carlisle to Preston and Blackpool South, to allow a degree of valuable cross-subsidisation during summer with Dales passengers able to catch the express service to Leeds from Settle, as well as travelling to Blackpool with a new facility from Skipton to Blackpool via Hellifield.

The cash guarantee from the Lancashire/Carlisle service is currently £4,000, which until 1981 has been required only in part, whilst the PTE service operate at break even or a theoretical modest surplus. Such figures take no account of administrative or marketing costs, nor of the considerable input of voluntary labour which helps to make the service viable. A Steering Committee, comprising officers from all participating authorities meets annually to discuss the progress of the service and plans for the forthcoming year, and represents perhaps the most remarkable example of co-operation between operators (BR, NBC, WYPTE), local authorities (three counties, one National Park and three Districts) and government agencies (three regions of the Countryside Commission) in the U.K.

Since 1976, Dales Rail has operated a programme

of seven or eight weekends a year from April until October, with a Christmas shoppers' train for local people, and the occasional additional train from Manchester or Stockport. It has carried a total of around 50,000 people, mainly walkers, but also more passive sightseers, into the countryside, local people on shopping trips, people visiting friends or relatives, and others just glad of a trip on the line. Surveys by the Transport and Road Research Laboratories in 1975 and 1977 confirmed some interesting findings, notably that on Saturdays in particular a larger percentage of users than would be statistically expected were from the lower social incomes groups, whilst on Sundays, at least half the users came from car-owning households. Thus, Dales Rail is perhaps one of the most successful schemes of its kind in the country in that it proves that car owners can be attracted in large numbers away from the private car if the product is right, and that there is a substantial, unfulfilled demand amongst less affluent members of the community for recreational public transport largely ignored by most recreational schemes which are car-oriented.

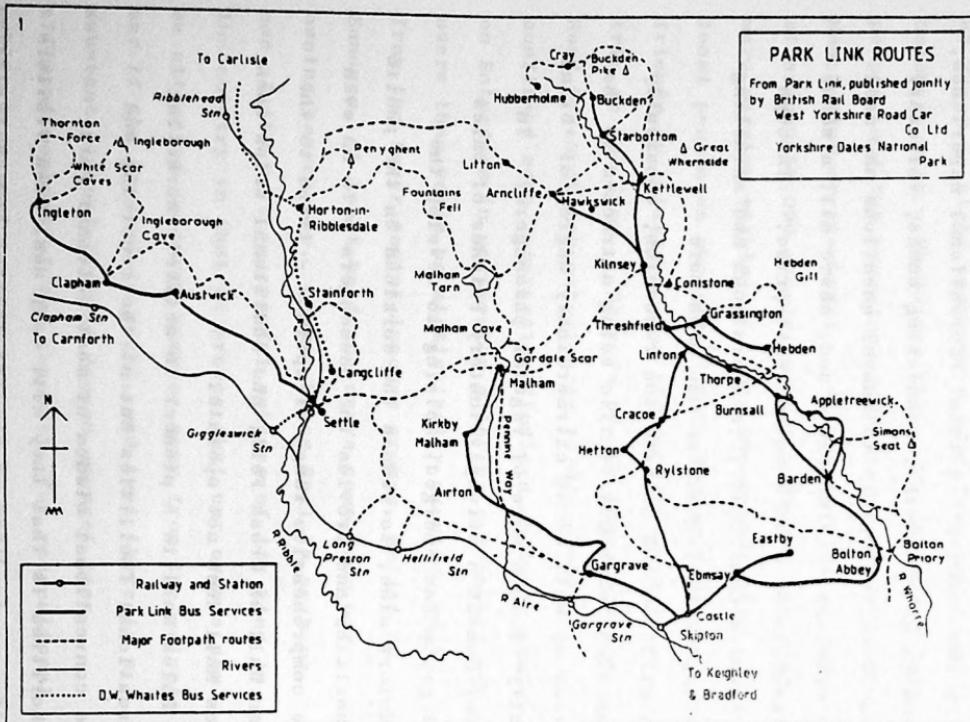
The key factor is marketing. Dales Rail has always been more than a transport service; it is a recreational package. Passengers are buying a

day in the country: a total recreational experience, including guided walks, connecting buses, voluntary stewards on the trains to answer questions and deal with problems, refreshments and, above all, a sense of involvement with a unique enterprise. Through the involvement of WYPTE's operations and marketing section, marketing has become much more sophisticated and despite the recession, apparently successful, with new traffic being attracted to the service as well as an extraordinary degree of 'brand loyalty' from a core of regular passengers. In recent months a strong voluntary Friends of Dales Rail group has emerged, helping to develop the voluntary side, to reduce the workload on the public authorities and provide the passengers with an even more comprehensive range of options - trips to the Roman Wall or Cross Fell, and additional trips when Dales Rail does not operate.

Dales Rail is a pioneer in actively marketing recreational facilities not at the receiving end (the conventional wisdom of most National Park authorities is that they will only deal with visitors as they arrive) but at the originating end, offering a countryside and recreational experience which the consumer buys at his local rail station. In this respect Dales Rail comes close to the original purpose of National Parks, as areas which exist in

PARK LINK ROUTES

From Park Link, published jointly
by British Rail Board
West Yorkshire Road Car
Co Ltd
Yorkshire Dales National
Park



close relationship with the urban areas of which they formed a hinterland.

Parklink

In purely transport terms, Parklink, which began life in 1977, is very much more cost effective than Dales Rail in that it uses existing scheduled rail and bus services rather than specially chartered trains and buses, thus increasing revenue for the existing infrastructure. In essence it is a combined rail and road ticket purchaseable at fourteen stations on the West Yorkshire rail network, and valid to Skipton or Settle/Giggleswick by rail, and then by bus into Upper Wharfedale as far as Buckden, Bolton Abbey, Grassington or Hebden, into Malhamdale, or as far as Ingleton on the Pennine network. For people in Upper Wharfedale it works in the opposite direction, offering a day trip to Leeds or Bradford at about one third the price of combined road/rail day return tickets. For the convenience of passengers some buses have been rerouted to meet trains at Skipton, an invaluable facility when connections are tight and passengers have heavy luggage.

Although use of Parklink has been encouraging, and the service at least covers its publicity costs and no doubt generates revenue from holders of Railcards and the like, the service has not

captured the popular imagination like Dales Rail. There appear to be two reasons for this. Firstly, it is a sophisticated concept - an urban rail network linked into a rural bus network. Although the opportunities it offers for walkers are enormous, the customer needs to understand maps and timetables. Dales Rail, however, is simple - the passenger buys the ticket and catches the train - everything else is done. Secondly, human beings are gregarious; a fully organised package in which the individual meets others taking part increases his/her confidence, and sense of being part of a larger convivial group. Only a few hundred people a year buy Parklink tickets, whilst on the very few occasions a year Dales Rail operates, several thousand are carried. To a degree the answer may lie in developing recreational packages on scheduled services, a process currently being developed by the Friends of Dale Rail and their energetic secretary, Les Watson. However, there are many more lessons to be learned, questions to be answered and opportunities discovered. The Wayfarer Project now operated by GMT and WYPTE and the Countryside Commission may begin to explore these over the next three years. One thing is certain, leisure habits will change radically both in spite of and because of the recession.

They will be different to anything seen in the past; public transport, as from Victorian times to the 1950s, may assume a more dominant role than most people at the present time imagine.

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THE COUNTRYSIDE COMMISSION RECREATIONAL TRANSPORT
PROJECTS IN GREATER MANCHESTER AND WEST YORKSHIRE :
THE WAYFARER PROJECT

LES M. LUMSDON (Greater Manchester Transport and
Countryside Commission)
AND

COLIN SPEAKMAN (West Yorkshire Passenger Transport
Executive and Countryside Commission)

INTRODUCTION

The aim of the Wayfarer Project is to test the feasibility of using mainly the existing public transport network to provide increased opportunities for travel to the countryside for informal recreation. This will entail imaginative marketing which increases awareness of destinations and places the bus and rail service in an enabling role.

One aspect of the project is to persuade those uncommitted to public transport that using local bus and rail services to reach the countryside can be easy to achieve and attractive in its own right, presenting a cheap, relaxed and interesting way of travelling. Potential passengers are often deterred by the weak image of public transport. They lack a knowledge of the bus and rail network beyond their own immediate area and thus barely

realise travel opportunities for leisure purposes. There is a wide communication gap between public transport operators and potential customers not committed to using public transport on a regular basis.

The Wayfarer Project aims to experiment with promotions that enhance leisure travel by introducing through ticketing facilities, combined tickets which include travel and admission to places of interest and other significant incentives to the user and marketing techniques to develop awareness of the product that is being offered. In some instances it is likely that adjustments to routes and times and the introduction of new links and feeder services may be justified.

The project arose out of the successful Dales Rail experiment which demonstrated the feasibility of operating a public transport service primarily for recreational users. In 1979, when much of the organisation of Dales Rail passed from the Yorkshire Dales National Park to the West Yorkshire Passenger Transport Executive, it seemed a logical extension of the Dales Rail concept to consider the feasibility of marketing the existing public transport network for recreational purposes.

Whereas the Dales Rail service from Leeds and Preston was mainly oriented to the walking and

rambling market, the present project is concerned with a wider range of markets including those who make trips into the countryside for activity pursuits, for its wildlife and natural history, or to visit stately homes, historic sites and other places of interest, and to enjoy more passive leisure pursuits such as sightseeing and informal outdoor recreation. It also centres around increasing interest in the south Pennines as an area of great significance for recreation for the populations of Greater Manchester and West Yorkshire, which made the two PTEs a natural choice for a joint enterprise.

ORGANISATION OF WAYFARER

In furtherance of the Countryside Commission's objectives of encouraging the provision of facilities for open air recreation, it is part of the Commission's statutory remit to promote and carry out research. Equally as important as the detailed experience gained in the operation of the project is the opportunity for injecting new thinking by the introduction of new initiatives into an established pattern of working. This is the first time, however, that the Commission has worked with PTEs and with two officers based in different authorities.

The overall direction of the project in both counties is guided by a Project Steering Committee, whilst the day to day work in each area is more

informally guided by two separate working groups. The project officers will present a comprehensive final report at the end of the three year experimental period.

GREATER MANCHESTER TRANSPORT AND WAYFARER

The officer in GMT reports directly to the Services Manager (Marketing) who directs the work of the Marketing Department. As a transport undertaking with a large fleet of buses and ultimate responsibility for local rail services, the marketing budget is small. A substantial proportion of this sum is allocated to the promotion of fares schemes and the printing of new timetables to publicise constant revisions to services, resulting from a decline in patronage. Consequently, leisure travel affords a low priority.

The department has a firm commitment to the concept of selling travel ideas as destinations with GMT making these destinations accessible. It is also concerned to pursue a policy of market segmentation. The industry is increasingly recognising that there is a complexity of markets to be served by bus and rail. GMT, for example, provides a weekly Saver Seven season zonal ticket for the regular commuter, promotes a Teen Travel Club for young people and encourages the elderly to travel at off-peak times using concessionary fares.

The translation of the Wayfarer Project within GMT can only be understood in terms of this marketing strategy. The first Wayfarer presentation, The Adventure Rider Club (for under 16s) embodies both these concepts, i.e. promoting the idea of selling destinations to a district market segment. The key concept of this scheme is that it offers membership of a club through which children receive information about places to visit in the North West. With an obvious emphasis upon the countryside, the information pack the children receive contains routes, details of specific recreational locations, plus relevant bus route details. The scheme now has over 7,000 members, has created considerable media interest and has placed GMT in a clearly perceived benefactor role. Thus the promotion is essentially based on assumptions about associative and explorative behaviour in relation to learning about the environment, not primarily about travelling on buses.

There are several other promotions presently being planned as part of the Wayfarer Project on the Western side of the Pennines. A series of Wayfarer Walks leaflets is to be launched and during summer 1982 it is likely that comprehensive promotions will appear for South East Manchester and for many of the country parks within the Manchester

conurbation and the South Pennines.

WEST YORKSHIRE AND WAYFARER

West Yorkshire shares many qualities with Greater Manchester - a dense network of bus services and a moderate number of surviving rail services serving important commuter corridors. These lead to rural fringe areas which in many cases have considerable recreational potential. There are certain important differences: West Yorkshire has a smaller population and Leeds, the largest city in the county, is less a single nucleus than Manchester. Several cities and larger towns, notably Wakefield, Bradford, Halifax, Huddersfield, form important focal points around which the transport system has evolved, with a strongly decentralised structure through the Districts, reflected in the WYPTE which absorbed the various municipals and more recently NBC undertakings through the recently formed Metro National Company.

The Countryside Commission felt that the validity of the experiment could be enhanced because GMT and WYPTE are so different. The two Project Officers work within their respective organisations and areas to exploit the resources available and, wherever possible, should develop a rich cross-fertilisation of ideas and methodology from which both PTEs might eventually benefit.

Both are Countryside Commission Project Officers,

but are first and foremost PTE employees. In West Yorkshire, the Project Officer works with the Directorate of Operations and is directly responsible to the Traffic Officer and through him to the Traffic Manager, but all day-to-day work within the PTE is through the Marketing Manager and Publicity Liaison Officer. To a degree, success of the project will depend on the officer learning techniques of marketing from his colleagues and cross-fertilising these ideas with his own knowledge of recreation. The officer, in theory at least, has the time to examine and develop ideas which his hard-pressed colleagues cannot undertake or that represents an unknown, possibly marginal market which the Countryside Commission might wish to see tried for social and environmental reasons even though on strictly cost-accounting terms a PTE might prefer to spend their resources on increasing traffic along an urban corridor.

A vital part of the project in both counties is to take the public transport message from the operator to various other agencies who provide recreational facilities - too often facilities are marketed purely for motorists, assuming public transport users do not matter. Such agencies include local authorities, national government agencies, private undertakings, voluntary bodies and individuals.

If they are persuaded that it makes sense to help market public transport, for reasons of fuel economy, of social equity, and of declining personal disposable incomes for much of the population, public transport users could again become a major part of the leisure market.

West Yorkshire already have an aggressive marketing campaign promoting recreational travel. The £2 Day Rover all-system ticket is the brand leader and the 30p maximum off-peak bus fare has already caused dramatic increases in use of many services at weekends and in particular by pensioners. Thus the Wayfarer concept, selling destinations and things to do at destinations, is already closely geared to the PTE's marketing philosophy. The first of a series of simple Wayfarer leaflets are currently in circulation. These promote a new mid-week cross-Pennine bus service to the Worth Valley Railway (jointly sponsored by the County's Recreation and Arts Committee), visits to Nostell Priory (in conjunction with the National Trust) and, with the Leisure Services Department of Leeds City Council, Discovery Day bus trips around the city's parks and country estates with expert guidance.

Equally important is the programme of Wayfarer Guided Walks aimed at two significant areas of the market, senior citizens and unemployed young people,

in mid-week autumn, 1981, and a projected Leisure Travel Guide (in collaboration with the Yorkshire and Humberside Tourist Board) aimed at co-ordinating the many schemes and promotions and basic travel information in a simple handbook available to visitors as well as people living within the region.

In brief, Wayfarer in West Yorkshire seeks to develop the PTE's own marketing strategy and customer services and help create revenue by filling empty seats; it also seeks to ensure that people outside the transport industry recognise the superb asset of the public transport network and how it can help fulfil the community's growing leisure needs.

CONCLUSIONS

At the outset of a project it is clearly difficult to predict the likely results. However, it seems reasonable to suppose that a number of advantages may result.

With appropriate marketing strategies it should be feasible to increase the use of public transport for leisure purposes. This, in turn, could lead to better facilities, more frequent services and a substantially improved image for public transport. Many regular stage carriage bus services and BR local lines are little used during off-peak times but, nevertheless, perform an important social need. Encouraging their use for recreational trips to the

countryside should lead to increased revenue without a significant increase in costs and it is possible that some services might become self-financing as a result.

Furthermore, greater use of public transport should help reduce traffic congestion, wear and tear on rural roads and erosion at over-used beauty spots. Management of visitors should be easier and guided walks and other ways of interpreting the countryside to visitors may be made more available to semi-captive audiences. Given the increasing awareness of the need for energy conservation and perhaps, more importantly, lower levels of disposable income and increased costs of motoring, the present time would seem more suitable than ever to offer incentives designed to encourage greater use of public transport as an attractive alternative to the use of the private car. For 50% of households in both counties this option does not exist. The Wayfarer Project, therefore, also aims to improve recreational opportunities for those who are not likely to visit the countryside as frequently, if at all, as those living in car owning households. This section of the population should, as a result of the project, find improved opportunities to enjoy the countryside.

FROM CONURBATION TO COUNTRYSIDE : A DAY OUT BY
BUS OR RAIL IN THE WEST MIDLANDS

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INTRODUCTION

Throughout the 1950s and much of the 1960s the main emphasis in the provision of outdoor recreation facilities was on catering for the needs of car owners. Little attention was paid to the needs of those without access to a private motor car and who must rely on public transport. It was widely assumed that trends in car ownership would follow the North American pattern and rapidly extend to the bulk of the population. Only in the 1970s was there a significant change in emphasis, reflected first in a focus on new provision close to the urban fringe and more recently in a concern with the recreational needs of the 'underprivileged' and particularly with those who live in the inner city.

However, it still seems to be the case that the relationships between countryside recreation sites and the public transport available to reach them have been underexplored. When Elizabeth Gundrey wrote England By Bus¹ in spring 1981, she noted

tasks in spring 1981,⁴ by which time the primary purpose - to produce detailed information for distribution to the public indicating bus and rail transport services to countryside recreation sites - was well under way. This paper focuses on procedures and problems which lay behind the selection of information contained in A Day Out In The Country By Public Transport 1981,⁵ 70,000 copies of which were distributed to the public in June mainly through West Midlands travel bureaux, bus/rail stations and public libraries.

The terms of reference required examination of services from ten centres in the conurbation: namely Birmingham, Coventry, Dudley, Halesowen, Solihull, Stourbridge, Sutton Coldfield, Walsall, Warley and Wolverhampton. Both whole- and half-day visits were to be included. The most important of suggested assumptions related to starting time and range for whole day visits : a city-centre start at 9 a.m. or after (which might imply previous travel to city-centre); outward range of travel not normally to exceed two hours; adequate time on site (with due regard to opening/closing times where appropriate); return journey to be completed by late afternoon or early evening. Although public transport access to outdoor recreational sites was specified, no preconditions were set as to area,

that it is not the absence of buses but the absence of information that deters would-be passengers from getting out of the towns and into the country. She also noted that a Countryside Commission study produced a few years ago could report that simply visiting the countryside is more popular than any sport, hobby or other kind of outing.² People without a car did not get to the countryside half as often as more affluent families "... yet there stands the bus, waiting to take them".³

In the autumn of 1980, the authors were given the opportunity to find out how far both buses and trains were available to take city dwellers into the adjacent shire counties. We were asked by the Countryside Commission:

- (i) to analyse existing public transport services on Saturdays, Sundays and Bank Holidays from a number of centres within the County of West Midlands to recreation sites or areas of interest in the surrounding countryside, and
- (ii) to examine existing public transport charging policies, to identify major gaps in services and to look into the possibility of combining travel by public transport with cycling or walking.

The authors reported to the Countryside Commission, West Midlands, on the second of these

facility or transport mode and, although walkers and cyclists were to be expressly considered, no attempt was made to direct the enquiry towards any special recreation market.

WEST MIDLANDS TRANSPORT OPERATORS AND SPECIAL RECREATION SERVICES

The three main public transport operators in the area are British Rail (BR), Midland Red (MR), and the West Midlands Passenger Transport Executive (WMPT). WMPT services operate throughout the West Midlands Metropolitan County. MR, one of the largest bus and coach operating subsidiaries of the National Bus Company, operates stage-carriage services in a very extensive region which includes West Midlands, Shropshire, Warwickshire, south Staffordshire and most of Warwickshire and Hereford and Worcester.

At the outset, these transport operators volunteered information relating to special recreation services within the region. It can be said that the operators have only limited experience of special recreation services and little of this related to recent years. In the immediate post-war period Outer Circle bus tours around the green outskirts of the city were offered in both Birmingham and Coventry; that in Coventry proved very popular, but custom gradually fell away and it was abandoned in 1963. Within the WMPT area

there were also at one time Lickey Extras from Birmingham on summer Sundays and Bank Holidays, while the North Division sometimes still run specials to Dudley Zoo. More recently MR has run a summer service to the rural Drayton Manor Park and Twycross Zoo, although this has proved less popular than was hoped.

Similar problems were experienced with the Cannock Chase Circular which was run on an experimental basis in 1980 as a joint enterprise by MR, the Countryside Commission and Staffordshire County Council. It was noted that in spite of considerable publicity given to the service by the County Council patronage was relatively low. The service circumnavigated the Chase, where the Forestry Commission owns 6700 acres with registered commons and 2600 acres of heath and woodland are managed as a Country Park. Reborn as the Chase Explorer with MR operating costs underwritten by the Countryside Commission, this service was to be operated on Sundays and Bank Holidays in the summer of 1981 on a linear route at the edge of the Chase. As such, it became one of the few bus services self-selected for inclusion in A Day Out 81.

BR's only recent experience of this kind was a special Sunday train service to Telford (Ironbridge), partly over freight-only lines, run experimentally

in 1980. This was coupled with a specially-arranged bus link to provide access to the various sites of the Ironbridge Gorge Museum, but it proved uneconomic and was discontinued. Similarly, BR ran a Kidderminster Shuttle bus service on some summer Saturdays and Bank Holidays to provide a link with the privately-operated Severn Valley Railway. Apart from these, BR's main local promotions have related to trains to Birmingham International for special events like the Motor Show at the N.E.C.

PROMOTION OF COUNTRYSIDE RECREATION OPPORTUNITIES

The different West Midlands transport operators also varied in the extent to which they promoted access to countryside recreation sites by regular services. At one time, MR used bus posters to encourage people to visit the countryside, but no such information appears in its 1980-81 timetables. Similarly, Coventry Corporation Bus Company (fore-runner of WMPTE's East Division), used to include a list of recommended walks in its timetables, but does not do so now. WMPTE's South Division timetable provides only a map of Sutton Park showing bus access, plus a few 'fillers' giving bus services to places like Dudley Zoo and Birmingham's Cannon Hill Park, while the four timetables produced by North Division provide a list of services to places

of interest, including Beautesert Castle Ring, Cannock Chase, Chasewater, Himley Park, Kinver, Penn and Pelsall Commons. A similar list, with the addition of two historic houses and the Clent-Hickeys Hills, was also included in a leaflet advertising the WMPTE Family Day Ticket.

In 1979, BR produced a promotional leaflet, Discover the Midlands by Rail, subsequently repeated in abbreviated form in the Heart of England Tourist Board's Discover the Heart of England.⁶ The emphasis is upon looking into the Midlands from outside, with attractive art-work focused on the historic towns : Coventry, Hereford, Lichfield, Malvern, Shrewsbury, Stratford-upon-Avon, Warwick and Worcester are emphasised, but only for the well-known Malvern Hills is there any real mention of countryside. By contrast, BR's leaflet current early in 1980-81 (Figure 1) looked outwards from the West Midlands to specific locations, usually inland cities or seaside resorts. Concessionary fares on these services, whether inside or outside the West Midlands, were offered mostly with no break of journey. Rather different was the leaflet Discover the Cotswolds : Ride the Cotswold Line⁷ produced in 1980 by the Cotswold Line Promotion Group, an organisation of regular users of the railway services between Worcester, Evesham and Oxford. The group gained the cooperation of BR and the relevant

County Councils in its promotion and they were backed by the English Tourist Board's Special Promotion Scheme. Lastly, local initiatives led MR to produce a leaflet Come to the Malverns with Midland Red with details of services from Birmingham and brief descriptions of three walks, while another related to the Wrekin district was being prepared in conjunction with the Ramblers' Association.⁸ The Heart of England Tourist Board's Places to Visit⁹ indicates by symbols places which may be reached by rail or bus throughout the region, but provides no information about services. Similarly, the two 1:250,000 Leisure Maps covering the region¹⁰ which the Board edits, show railway lines but do not name stations.

Overall, the quantity of the information available about public transport access to countryside recreation sites in the West Midlands is extremely limited, and the quality variable. Because it gave details of both places to visit and the precise means of reaching them by rail and bus in one outlying sector, Discover the Cotswolds came nearest to what might be provided more widely. Most immediately useful was BR information related to the 'hop-on, hop-off' opportunities of the Avonrider day ticket for the Warwickshire lines and the steam railway leaflets of the Severn Valley

Railway.

The exploration of existing promotions strongly suggested ample scope for the provision of more information, a view confirmed by all the agencies consulted. It was also known that new zone/period or line/day concessions were in the pipeline for the 1981 summer season. At the same time, it was recognised that almost all the information currently available was designed to promote the company mode. By contrast, the task in hand was to promote the countryside. The two approaches - selling seats and selling sites - were not incompatible, but in the West Midlands region they had never been brought together comprehensively.

THE URBAN CENTRES AND THEIR INTERCONNECTION

Given the ten urban centres noted at the outset, a leading question was 'How transport-rich are they?'. The question was to be seen mainly in terms of the number and frequency of routes and services radiating into the countryside. A common understanding of the role of Birmingham places it at the top of a regional public transport hierarchy. It is because of this that a second question becomes answerable first : 'How well linked are these centres to each other within the conurbation?'. The quality of this linkage is very good if measured by local route density or service levels in relation to

journey to work or journey to shop. But for day or half-day leisure trips, it could be held that starts were less likely from places deep inside the conurbation unless, by one or other mode, they are linked conveniently to the transport-rich centres.

Figure 2(a) suggests the nature of constraints in terms of the presence/absence of interconnection by mode. There is no rail link between many centres, while the radial rail services focused on Birmingham vary greatly in Saturday/Sunday service. Even the high-frequency, WMPTE Cross-City suburban line offers no trains to New Street until mid-day on Sundays. Several centres, too, are without MR bus links and its limited stop routes are fewer than might be expected. The problems are further demonstrated in Figure 2(b) where averaged journey times are shown by the available modes. The diagram is Birmingham-based with remaining centres in true direction from Birmingham. It indicates the general utility of rail in dispensing with distance between most centres and Birmingham more quickly than the bus alternatives. It also suggests that the BR-MR connection between Coventry-Birmingham-Wolverhampton can be recognised as the most obvious public transport-rich axis within the conurbation.

Among the ten named places, the most difficult to identify is the large urban area of Warley.

Here there is no single centre to be recognised as an important public transport focus. Dudley can be so recognised, but the dependence of large parts of the Black Country on comparatively slow conurbation bus services might be seen as a special limitation on the range of countryside leisure trips to be made from this quarter. Indeed, few WMPTE bus services extend beyond the boundary of the West Midlands County. The main exceptions to this are those to Kinver, Wombourne, Pattingham and Codsall along the western edge of the conurbation, and the network of services in the Lichfield and Cannock areas in south Staffordshire. Such WMPTE local services give access to the nearest green belt countryside, but for sites beyond choice lay between BR and MR or, where appropriate, a combination of both.

BR AND MR RADIATING SERVICES

The BR-MR routes radiating directly from Birmingham, Wolverhampton and Coventry are indicated in Figure 3. Feeding routes over which suburban, regional and Inter-City services arrive and disperse, Birmingham (New Street) may claim to be the lending interchange within the BR network.¹¹ From Birmingham, too, MR limited stop services fan out over routes which lead to the larger marked towns of the surrounding shire counties. Sectorally, there

is considerable support from a much larger number of MR services marketed under fleet-names like Severn-link (Bromsgrove and Worcester), Tellus (Telford), Wendaway (Kidderminster) and Wayfarer (Evesham).¹² Figure 3 incorporates the MR routes/services of this kind which could be more closely examined for their capacity to enhance onward/outward countryside penetrations by bus.

The analysis of services over the routes shown in Figure 3 revealed considerable variation in availability, both between areas and on different days of the week. The radial pattern implies that areas close to the conurbation are relatively well-served, but in the outer parts of the region services tend to be fewer in number. At this stage, it was considered that at the perimeters a number of the routes worked by independent bus companies might be incorporated. But as the focus switched to availability and frequency, this option became less likely. Like MR in similar areas, the rural independents mainly operate on certain days of the week or from Monday to Friday. Saturday services are reduced and some rural areas lack any form of public transport at weekends.

On major routes, however, both DR and the major bus operators provide almost the same level of service from Monday to Saturday. But on Sunday

some BR lines are closed altogether and the frequency of services is seriously reduced on others, while many intermediate stations are closed. Similarly, the MR network shrinks dramatically on Sundays and is largely restricted to the trunk routes linking the larger urban centres. The problem is compounded because all operators begin Sunday services much later than on Saturdays, often with a p.m. start. When the survey was begun, too, cuts in public expenditure were expected to lead to retrenchment in bus services, with Saturdays and Sundays most affected.

COUNTRYSIDE RECREATION SITES

While the constraints of public transport were being examined, countryside recreation site lists were prepared. One of the main problems in any study of accessibility to the countryside is the selection of sites to be included. Only limited areas of countryside have any formal or designated recreational role, yet much of the remainder is used for recreational purposes, especially where there is a dense network of public footpaths or informal access to unenclosed land. There are many such footpaths and lands in the Midlands, the use of which goes unrecorded and about which information is limited. There is also the problem that some places described as recreation sites are restricted to club

SITE VARIETY	PILOT-STUDY		COUNTY SCHEDULES (C.C.)			A DAY OUT '81 SELECTION	
	Here-Worc/ Salop	Here-Worc/ Salop	Salop	Staff	Ways	Ways	Ways
Picnic Site	-	4	4	5	2	-	-
Hist.Hse,Anc.Mon,Mus	37	15	20	11	4	1	24
" with Park/Gardens	14	19	7	10	11	1	15
Zoo, Birdpark	5	1	1	-	3	-	2
Nature Trail	3	-	6	-	1	-	7
Park, Hill, Heath	9	4	-	-	-	1	5
Access (Ways/Paths)	4	-	5	8	2	2	22
Commons	-	26	10	10	1	1	5
Woodland	5	10	7	4	3	1	4
River, Canal	-	9	6	-	4	-	15
Country Town	5	-	-	-	-	-	4
Scenic/Hist.Village	6	-	-	-	-	-	15
Total	88			277		118	
Excluded Sites*	12			115		N.A.	

TABLE I.

COUNTRYSIDE RECREATION SITES, WEST MIDLAND COUNTIES (sites in pilot study (Smith 1981) not strictly comparable with those employed in main study)

*Mostly urban, restricted access or leisure drives

N.A. Not applicable

members or are open only on certain days or at very restricted times.

Generally, it can be said that in spite of a number of inventory surveys at the county and regional levels, there is no accepted definition of a countryside recreation site. The analysis of sites in the present study was based on information provided by the Countryside Commission in the form of County Schedules. These identified a wide range of sites, some related with the major recreation nodes of the region and others focused on country parks, commons (big and small) and recreation paths (Table 1). Each site was identified by name and O.S. grid reference, with variable details of area, type of resource, ownership, visitor-status and statutory designation.

The County Schedules offered a total of c.380 sites, over 115 of which were combed out at an early stage. Some were urban and therefore inadmissible, others nature reserves or other sites where public access was limited. Leisure drives were discounted as were a number of very small commons, particularly those in hill areas on the Welsh borders. The remaining sites were checked against information contained in various A.A. and Heart of England Tourist Board publications¹³, a process adding twelve sites. Prominent in the list were various

well-known hill walks and a number of cross-country paths. In addition, it was hoped to include a number of towpaths, since these are particularly numerous (and radial) in a region once so dependent on canals. Unfortunately, in 1980-81 there were few such towpaths with legal agreement regarding public access without permit. The working list of over 250 sites included in the survey included eighty historic houses or museums, nineteen parks or gardens, ninety three areas of woodland, commons or other access land, seven nature trails, five zoos, fifteen water areas, sixteen country parks and fifteen picnic sites. These sites were plotted and information assembled about times of opening, admission prices and special features/facilities.

LINKING SITES AND SERVICES : A PILOT STUDY

To this stage, the investigation of sites and services proceeded in parallel. They now had to be compared in order to ensure that all possible sites and travel were considered for 'weekend out' selection from the nine urban centres. With original assumptions strictly observed, steps so far could be regarded as a mechanical process of discard associated with range and access, the remaining sites and services being those from which selection might be made (Procedures I, Figure 4). In the event, both the comparison and the matching-

up processes yielded interesting problems related to the disposition and variety of the remaining sites and the alternative means available to reach them (Procedures 2, Figure 5).

Some of the problems involved in the full nine centre/five county study can be appreciated by reference to the much simplified case of a one centre/two county pilot exercise undertaken independently under the guidance of one of the present authors.¹⁴ This attempted to link Birmingham with 100 sites in Shropshire and Hereford-Worcester randomly sampled from Heart of England Tourist Board publications (Table I). Omitting the most minor sites, eighty-eight sites were investigated (Figure 6a). Many of the inaccessible sites (twenty eight Saturday ; forty nine Sunday) could not be reached by BR or MR services in summer 1980 without transfer to local buses (well over 3-4 hrs. to site) or could not be reached at all. Others were inaccessible because, after due time on site, there was no available return to arrive Birmingham by early evening. BR could reach twenty three of the accessible sites on Saturday, but only seven on Sunday (Figure 6b), as measured by total journey time. By similar measure, MR could reach sixty sites on Saturday (Figure 6c) and thirty nine on Sunday (Figure 6d).

But these BR or MR accessible sites were merely those possible within the outside limits. Given an outward total journey time cut-off at 2 hrs., MR services could reach only twenty six sites (29%) on Saturday and only twenty one sites (24%) on Sunday.

RELATING SITES AND SERVICES : A MODEL

In the pilot exercise all calculations were made individually from Birmingham to each separate site. In the fuller study, however, it was necessary to seek a rationale for combining groups of sites with the public transport available, formally considering the best mode(s) not only in terms of overall shortest transit times but also the cost of fares.

From the map exercises it was noted that sites and ways could be gathered by public transport in at least six ways. Some sites, major or minor, were grouped together, some were beaded in particular bus or rail corridors and others, although dispersed, could be linked by one or other mode where special fare arrangements (see below) were available. The variations are shown schematically in Figure 7, where potential walks are indicated by dashed lines. While WMPTTE bus or rail services could reach urban-edge Country Parks, with green belt walks (1, 6), MR buses linked many linear beaded sites in the open country beyond (1, 2). The hop-on, hop-off BR concession could enable walks between country

stations in varied permutations (3) and MR period tickets made round trip journeys by successive services possible without accruing excessive costs (5). Finally, in one particular case (but with potential elsewhere) MR or WMPTE services could be teamed up with specially provided recreational buses linking minor sites within a major recreation area (4).

ARRANGEMENT AND CONTENT OF A DAY OUT 81

In moving towards presentation, it could now be seen that this could be organised and arranged in a number of ways:

- (i) by starting point
- (ii) by recreation type or facility
- (iii) by transport mode
- (iv) by transport range
- (v) by geographical site/sector

It was necessary to give prominence to (i), and there could be advantages to specific categories of user by the separate listing of walks, country house visits, play parks, etcetera, implied in (ii). The mutual exclusiveness of special travel offers by bus or rail commended (iii), while (iv) could be critical to users because of time/cost distinctions between inner, middle and outer sites. The last (v) could be held important if sites and routes were to be indicated effectively in maps relevant to any users regardless of starting point.

In the event, it was decided that these considerations were not so much alternatives as necessary components. For A Day Out 81, therefore, they were all adopted in unequal measure and related by map-identified sectors. Particular tracts of countryside were chosen at varying distance from the conurbation (Figure 8, insets 1-12) where specific sites, or a range of sites and ways, were related with public transport in one or other of the ways indicated in Figure 7. The general arrangement is set out in Figure 9. The related text introduced each sectoral opportunity and gave essential zone or corridor time-table information consistent with the whole or half-day out and back requirements from the most appropriate urban centres. It also listed the more important details related to sample sites, which could be identified on the appropriate inset.

A map-emphasis occasions little surprise : here, it permitted sites, routes and service numbers to be clearly indicated and summary time-table information to be expressed with economy. Cross-referencing drew attention to similar types of recreational opportunity elsewhere, and the format provided for pocket use as a twenty four panel six-fold or as a poster. In all, A Day Out included the necessary transport information to reach ninety nine specific sites and ways (Table I) as well as specially

featuring four country towns and fifteen scenic villages, many of which were incorporated in recommended walks.

Sample sections from A Day Out 81 illustrate content (at reduced scale). Section 9 : Over the Clec or into the Stretton Hills (Figure 10) suggested opportunities in the classic hill and dale country of Shropshire, where sites and services could be linked as in Figure 7.1 Section 4 ; By rail to the borderland (Figure 11) focused on sites and services (linked like Figure 7.2) in an area not so well-known to day-out West Midlanders, but no further removed from Birmingham than the Vale of Evesham if measured by journey time (Figure 14). Section 10 : By the Warwickshire lines into Shakespeare Country (Figure 12) featured rail services leading to the two most famous tourist 'honey-pots' in the Midlands. Much advertised as such by BR, the focus here was shifted to the variety of country and canal walks made possible by the Day Rover ticket (like Figure 7.3). Finally Section 6 : Up the Wrekin or into the Severn Gorge (Figure 13) suggests alternative travel to the various sites between Wellington and Ironbridge.

COSTS, DISTANCES AND THE COMPLEXITY OF CONCESSIONARY TRAVEL

The cost of day trips recommended in A Day Out 81

was as important as time (Figure 14) or any other consideration so far emphasised. WMPTE attempts parity between its bus and rail fares, but for journeys to the outer parts of the region BR standard fares tend to be significantly higher than those for MR. But cost-surface mapping based on the direct relationship between the cost of standard fares and distance travelled is not a particularly useful exercise and can only modestly help the process of selection. This is because for weekend travel in particular there is a major distorting effect by reason of the wide range of travelcards and special concessionary fares.

Most cards and concessions extend the range of weekend trips into the country, and their full variety in the West Midlands is listed by the authors elsewhere.¹⁵ They are chiefly characterised by their complexity. Here, it may be noted that rail Awayday Returns and Awayday Special Bargains can be used at weekends and Bank Holidays; Off-Peak Daily Returns are available Saturdays but not Bank Holidays, with restrictions on services used out and back plus no break of journey. Among the railcards, the Young Person Railcard cannot be used any day in July and August. The most useful BR Area tickets are the seven day Midland Railtourer 81 and the previously noted Avonrider 81 day-ticket (Figure 1). A

leading MTR offer in 1980 was the National Wander Bus Ticket which gave a day's unlimited travel on NBC regular regional services, but in 1981 the 'best buy' was the NBC Explorer, date-it-yourself, round-trip ticket. Available to a family (2 adults, 1-2 children) at £3, this concession applied to fifteen MTR services leading to about thirty five of the more distant sites selected for A Day Out 81.

To summarise, special fares are applicable to particular zones, routes and services and they differ by mode, season and day. Railcards and travelcards, purchased for regular weekday travel, may be usable from home to urban connecting point at the outset of a country trip, but again they are subject to widely varying conditions of issue. It is difficult to estimate how far the public's unfamiliarity with these opportunities and limitations act as a deterrent to weekend recreational travel, but it could be reckoned an advantage to users of A Day Out 81 that, by bus and by rail, they had been selectively appraised independently of the operator's special interest.

CONCLUSIONS AND SPECULATIONS

The promotion of the West Midlands countryside by public transport is not new, but the present venture appears to be the first to explore the possibilities comprehensively with conurbation

dwellers in view. It has been shown how sciving procedures can yield an all possible list of sites and services and how this can be transformed into practical sets. Problems in combining sites/services have been outlined and steps suggested by which valid weekend selections may be made. Finally, it has been emphasised that the knitting together of sites/services needs to embrace cost as well as range and access.

For its presenters, the value of the exercise was two-fold. Firstly, it enabled them to proceed to A Day Out 81 systematically, rather than by a process of trial and error. Secondly, it provided a data bank from which gaps in the pattern of public transport services to recreation sites can be identified and modifications suggested (areas in which work is still proceeding). In the autumn of 1981, it is too early to estimate the value of A Day Out 81 for the public at large, although it was gratifying to read in The Observer (19 July 1981) that "No household can afford to be without a copy". Its chief advantages are that pocket life is summer-long, choice of mode, service, site and terrain are considerable, it is independent of operator's bias, and (it has to be said) was issued free.

It remains only to speculate a little more widely. A great deal is known about the leisure

habits of the car-borne and site surveys in particular have revealed how few people travel to countryside recreation sites by public transport.¹⁶ But the historic trend towards loss of custom by country-bound buses and trains as increasing prosperity buys possession or use of the private car may not continue indefinitely. In recent times we have been reminded that only half the population enjoys such possession or use, the population is ageing, disposable incomes are lower than they were and yet leisure time is extending. In these circumstances, it does not necessarily follow that public transport will experience the sort of travelgood revival sometimes expected by its most ardent proponents. But as a CRRAG report noted in 1980 " ... because the day trip to the countryside is a low-cost form of recreation, the arguments for continued growth, albeit at a lower rate, are as convincing as arguments for its decline".¹⁷

As more urban-based travellers make more trips into their own regional countryside how can public transport capture a larger share of such trips? The market potential is increasingly recognised by the transport operators through a competitive range of special fares, but they may not all be equally aware of the unfamiliarity and apparent complexity of what they have to offer. Is there a role for

independent, inter-modal promotion elsewhere : A

Day Out in The Country By Public Transport 1982

available in every major conurbation?

NOTES AND REFERENCES

- 1 Elizabeth Gundrey, England By Bus, Hamlyn Paperbacks, March 1981
- 2 The Countryside Commission, Transport for Countryside Recreation, 1974. See also J.T. Coppock and B.S. Duffield, Recreation in the Countryside, Macmillan 1975, and M.F. Tanner, 'Travelling for pleasure', The Geographical Magazine 50, 1978, 672-6
- 3 Elizabeth Gundrey, 'Time to take a bus', The Observer, 29 March 1981
- 4 M.F. Tanner and A.F. Williams, Access By Public Transport To Recreation Sites In The West Midlands. A Report to the Countryside Commission, West Midlands Region, Feb. 1981
- 5 The Countryside Commission, A Day Out In The Country By Public Transport (A selection of Saturday, Sunday or Bank Holiday trips to make from the major conurbations of the West Midlands), June 1981
- 6 Heart of England Tourist Board, Discover the Heart of England, 1981
- 7 Cotswold Line Promotion Group, Discover the Cotswolds : Ride the Cotswold Line, 1980
- 8 All Around the Wrekin, 1981. A rather different approach was adopted by BR (Preston) who collaborated with the Ramblers' Association to produce a Rail Ramblers 1979 leaflet. This included details of twenty specific rail trips, each with its own ramble leader, six of which led to walks in the West Midlands region.
- 9 Heart of England Tourist Board, Places to Visit in the Heart of England, 1981
- 10 Heart of England Tourist Board (eds), Leisure Maps Staffordshire, Shropshire and West Midlands and Cotswolds Wycombe, Estate Publications, Tenterden, 1981.

- 11 A.F. Williams, 'Crossroads : the new accessibility of the West Midlands', 367-92 in F.E. Joyce (ed) Metropolitan Development and Change, the West Midlands : A Policy Review, 1977
- 12 Midland Red does not produce a single consolidated timetable covering the region, but issues individual timetables for each route or group of routes which are bound together into loose-leaf folders. The only regional timetable is one which brings together information about limited stop services and covers most of the radial routes from the conurbation. Sectoral or local area timetable folders contain details in particular districts : in addition to local fleet-names in the main text there is Avonbus (Stratford-upon-Avon), Chaserider (Cannock and Stafford), Metspur (Shrewsbury), Lancer (Burlton-upon-Trent/Leicester), Mercian (Tamworth), Reddibus (Redditch), Wandaward (Hereford), plus Banbury and Leamington and Warwick. As presentation is directed primarily at those who are familiar with the local area, the bus operators do not present their route and timetable information in a form that can be used easily by those planning a variety of trips into the countryside for recreation. The problems are more serious in the outer parts of the region, for MR does not publish a map showing all of its service routes.
- 13 Notably Places to Visit (ref.9) and the A.A.'s Stately Homes, Museums, Castles and Gardens in Britain, 1979
- 14 Wendy P. Smith, 'Access to the Countryside by Public Transport : A Case Study in the West Midlands', unpublished B.A. dissertation, University of Birmingham 1980.
- 15 M.F. Tanner and A.F. Williams, op cit.
- 16 See, for example M.F. Tungatt, People without cars - their recreational patterns (in Hull), Proc. Seminar on Planning for Leisure, P.T.R.C. 1976; M.C. Dunn and J. White, Resources and Facilities for Countryside Recreation in the West Midlands, Centre of Urban and Regional Studies, University of Birmingham 1975; Carolyn Harrison, 'A playground for whom? Informal recreation in London's Green Belt', Area 13/2 1981, 109-14
- 17 Countryside Recreation Research Advisory Group Trends in Tourism and Recreation, 1968-78, Cheltenham 1980

FIGURE 1 ANALYSIS B.R. LEAFLET:
 "OUT & ABOUT WITH
 BRITISH RAIL"
 JAN-MAY 1981
 (WEEK-END OFFERS)



OUTSIDE MIDLANDS B.R. 'SATURDAY SAVERS' IN APRIL
 AND MAY

FROM BIRMINGHAM
 FROM COVENTRY
 FROM WOLVERHAMPTON

NOTES

EAST ANGLIA DAY RETURNS:
 SOME SATURDAYS

NORTH WALES CIRCULAR DAY TOURS TO 26TH MAY
 (from Coventry, Wolverhampton, & Birmingham (2))

NORTH WALES RESORTS TO 11TH APRIL (NO BREAK
 OF JOURNEY) (from Coventry, Wolverhampton, &
 Birmingham (2))

LINCOLN TO 30TH MAY (NO BREAK OF JOURNEY)
 (from Birmingham (2) Coventry & Wolverhampton)

INSIDE MIDLANDS



MIDLAND 'RAILTOURER' '81 AREA

AVONRIDER '81 AREA

SPECIAL OFFERS WITHIN 'HEART OF ENGLAND' AREA
 TO 30TH MAY:

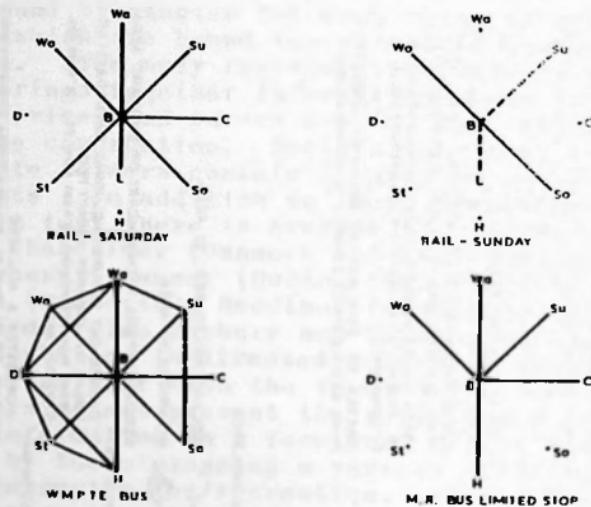
OXFORD DAY RETURN (INCLUDING SATURDAY) (NO
 BREAK OF JOURNEY PERMITTED)
 (from Wolverhampton, B'ham New St., B'ham Int.
 Coventry etc.)

TO 30TH MAY:

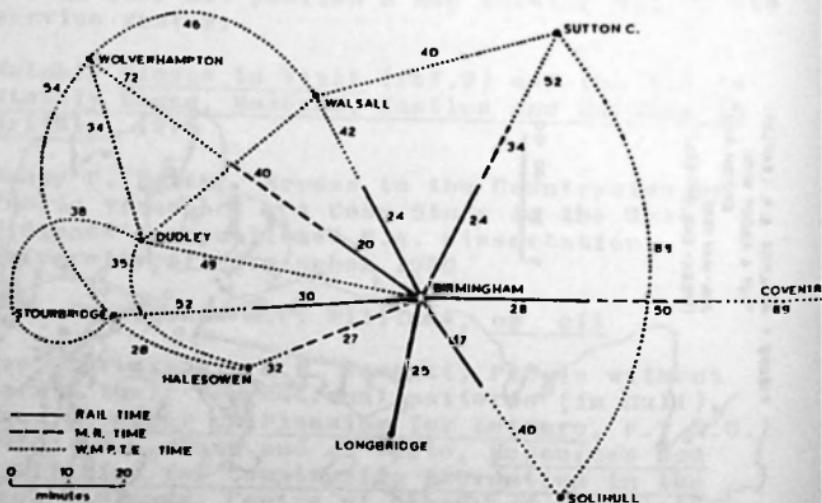
WORCESTER & MALVERN
 (from B'ham New St. & some cross city stations)

TO 30TH MAY:

KNIGHTON & LL. WELLS (INCLUDING SATURDAY)
 (NO BREAK OF JOURNEY PERMITTED)
 (from Coventry, B'ham Int., B'ham New St. &
 Wolverhampton)



a) DIAGRAMMATIC



b) AVERAGED JOURNEY TIMES

FIGURE 2 a & b NINE URBAN CENTRES INTERCONNECTED BY MODE

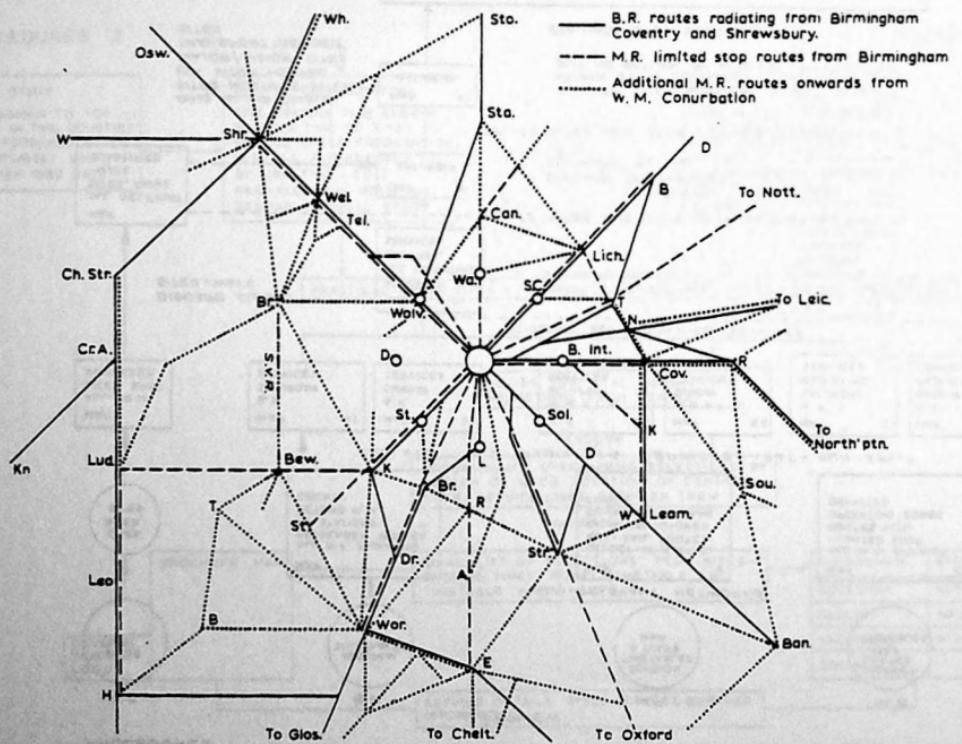
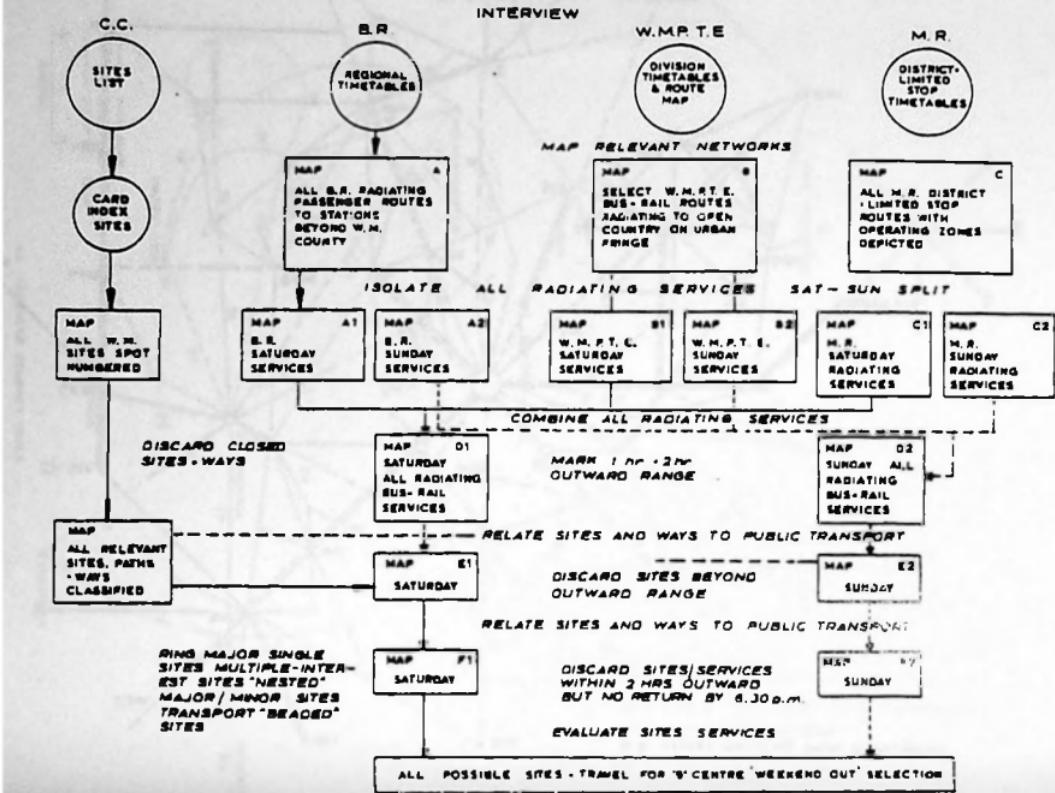


FIGURE 3 MAIN B.R. & M.R. RADIAL ROUTES OUT OF BIRMINGHAM, WITH FEEDER ROUTES

PROCEDURES 1

FIGURE 4



PROCEDURES 2

PILOT STUDY
BIRMINGHAM TO 100 SITES IN TWO COUNTIES (HEREFORD/WORCESTER SHROPSHIRE) USING SUMMER 1980 DATA

PILOT STUDY INDICATORS
SITE OPENING TIME VARIETY
WALKING TIME TO SITES
SERVICE SPEED, FREQUENCIES
BUS/RAIL ALTERNATIVES
BY LINE, TIME + COST
RAIL-PLUS-BUS POTENTIAL
DESIRED MODAL SPLIT

FILTER

GENERAL REQUIREMENTS
SITE VARIETY, DIRECTIONAL DISTANCE VARIETY
COST VARIETY, MODAL VARIETY
SATURDAY/SUNDAY BLEND
FULL-DAY/HALF DAY BLEND

FIGURE 5

PREVIOUS STUDIES

PRACTICAL RANGE SITES - TRAVEL FOR '9' CENTRE "WEEK END OUT" SELECTION

CONSULT C.C.

DECIDE PRACTICAL NUMBER OF SELECTIONS EACH CENTRE

CHOOSE

ACCOMMODATE OVERLAPPING SELECTIONS BY REASON OF GECG LOCATION OF CENTRES - SITES + SERVICE LINKS BETWEEN THEM

VALIDATE

FINAL LIST OF SELECTIONS TEST SITES - OPENING TIMES TRAVEL-TIMETABLE AND TIMETABLE AMENDMENTS

BIRMINGHAM	STOURBRIDGE
COVENTRY	SUTTON
DUDLEY	WALSALL
HALESOWEN	W'HAMPTON
SOLIHULL	

COVER DRAWINGS + LOGOS

BROCHURE MAP

SERVICE DETAILS, SPECIAL FARES, FURTHER INFORMATION

CONSULT TRANSPORT OPERATORS

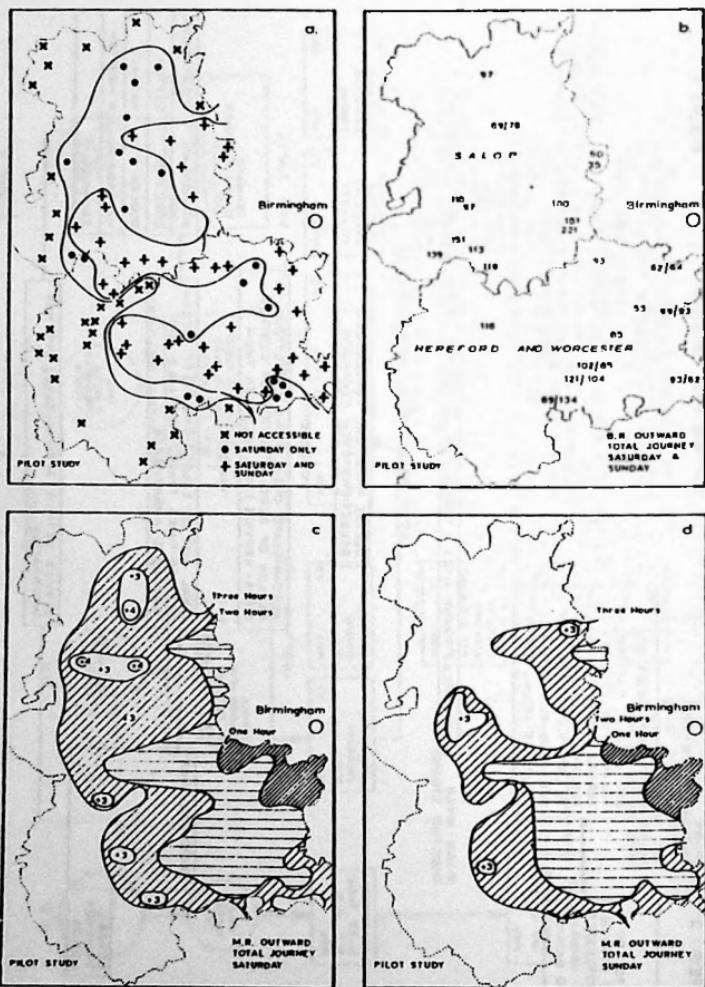


FIGURE 6 FROM BIRMINGHAM TO RECREATIONAL SITES IN TWO COUNTIES, SUMMER 1980:
ACCESSIBILITY ALL SITES AND SITES ATTAINABLE BY SINGLE MODE RAIL (B.R. & SVR.) OR BUS
(M.R.) ACC. TO PILOT STUDY ASSUMPTIONS (FROM DATA SUPPLIED BY W. SMITH)

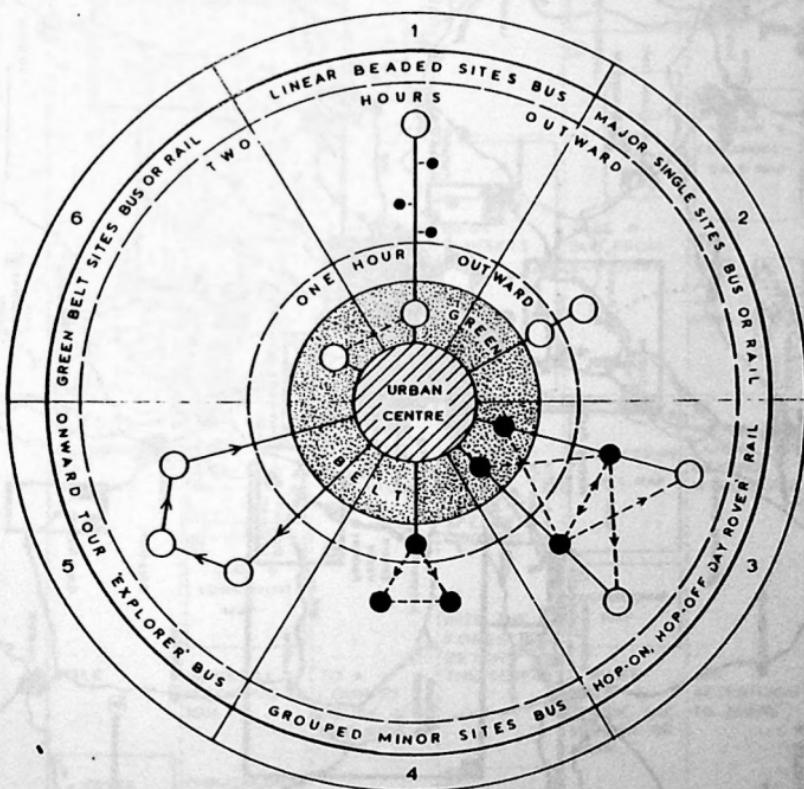
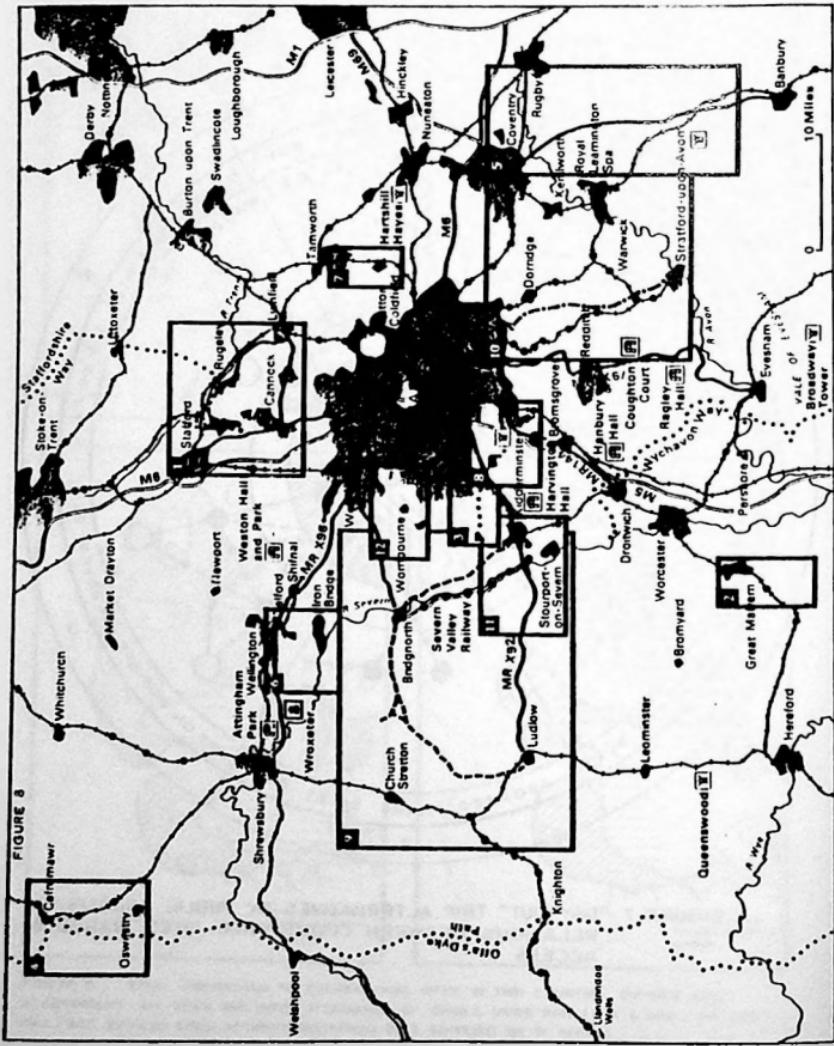


FIGURE 7 "DAY OUT" TRIP ALTERNATIVES BY PUBLIC TRANSPORT:
RELATIONS BETWEEN COUNTRYSIDE SITES, RANGE &
ACCESS

FIGURE 3



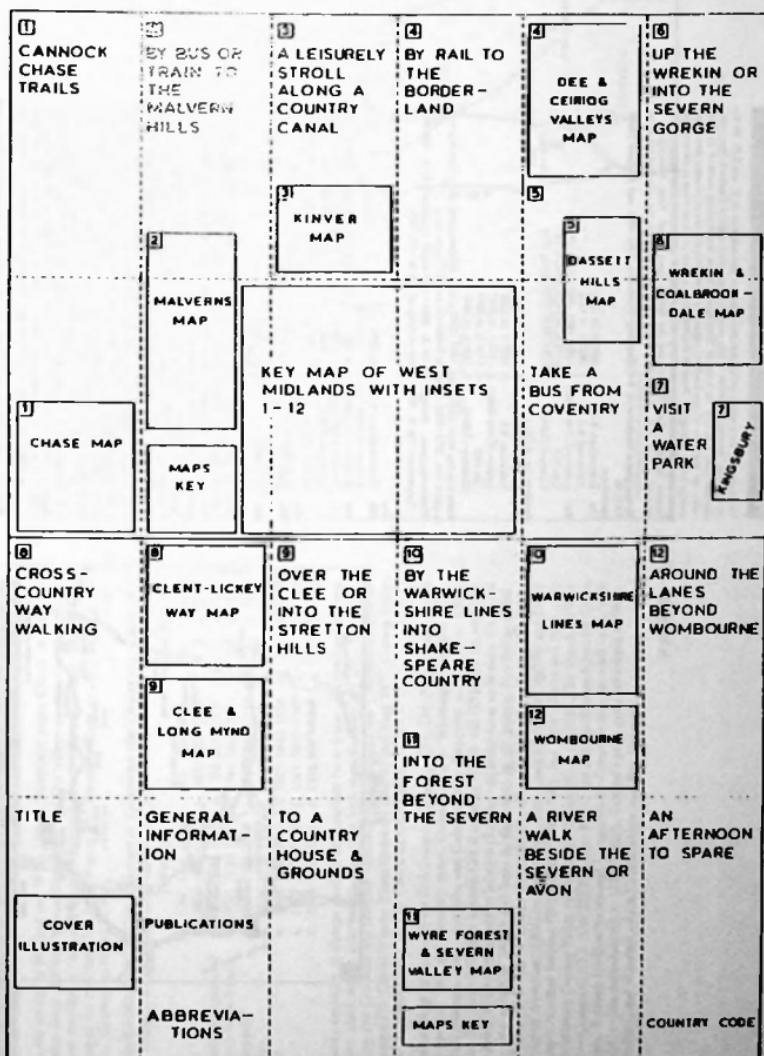


FIGURE 9 FINAL ARRANGEMENT OF SITE, ROUTE AND SERVICE INFORMATION 1981 AS PUBLISHED. SIDES ONE & TWO PRESENTED HERE IN POSTER FORMATION

To the more striking variety of hill anddale scenes in Shropshire by M.R. and B.R. It is bus on Sat., Sun., beyond the Severn to take country lanes within sight of Cleopatra's Needle (page 10), also over the brow of Titterstone Clee for breathtaking views of the Teme valley and Malvern, or west Ludlow, capital of the Marches and one of the most picturesque country towns in England. From Wellington, 2 miles west, bus to the spreading green acres of Corve Dale and remains of the Roman Legionary fort at Letocetum before via the Iron Age Wallingford Castle and the famous Long Mynd. From Birmingham or Wolverhampton, or Shrewsbury, reach the Shropshire Hills via Shrewsbury, for valles and hills.

Birmingham/Halesowen for Cleopatra's Needle, Cle Hll and Ludlow (M.R. 988) 10 miles

Shropshire
Our Birmingham B.S. J. 0802 h. to 1202
Halesowen B.S. J. 0823 h. to 1223
Res. Ludlow (Crown Street) J. 1303, 1403, 1503, 1610, 1703
Cle Hll J. 1319 h. to 1519, 1626, 1719
Cleopatra (Talbot) 1331, 1431, 1531, 1638, 1731

Sundays (to 16 Oct.)

Our Birmingham B.S. J. 1001 h. to 1202
Halesowen B.S. J. 1023 h. to 1222
Our (Crown Street) J. 1203 h. to 1303
Cle Hll J. 1319 h. to 2019
Cleopatra (Talbot) J. 1331 h. to 2031

New bus from Ludlow Sat. 1901 (X92) change Kidderminster (X93). Last bus from Ludlow Sun. 2002 (X97) change to Kidderminster (X93).

Wolverhampton - Bridgnorth (M.R. 998) - Corve Dale - Ludlow (M.R. 998/991) - Shrewsbury (M.R. 996) - Wolverhampton (M.R. 992/993)

Sundays (from 19 Sept.)

Our
998 Wolverhampton B.S. J. 0945, 1045
Bridgnorth (High Town) J. 1015, 1135

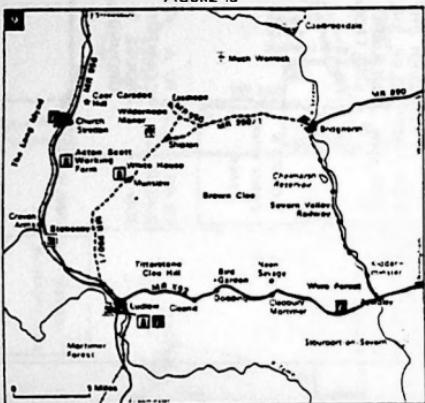
999 Shrewsbury (Golden Lane) J. 1211 951 Fragments (Golden Lane) d. 1540
Wem (edge of English) J. 1219 Corve Dale (Depart) d. 1607
Corve Dale (Monks) J. 1226 Corve Dale (Monks) d. 1616
Ludlow (P.O.) J. 1350 Ludlow (P.O.) d. 1640

Res.
154 Ludlow (P.O.) d. 1740
Shrewsbury d. 1900
953 Shrewsbury J. 2024
Wolverhampton d. 2235

Note No M.R. return service via Corve Dale to Bridgnorth. For walks Wenlock Edge Corve Dale went outward journey on M.R. 150, then continue to Ludlow on M.R. 951. Last bus to connect Ludlow-Shrewsbury to Wolverhampton as above. Check availability of services before setting out.

Sample walks (Map 9) Cleopatra's Needle for long walks about New sewage, Offerton Common and Cameron Common (O.S. 1:50,000/1:25,000); Cle Hill for Bird Garden, Hopkin Basin (O.S. 1:50,000/1:25,000) and walk over Titterstone Clee with superb views S. and W. from old quarry site at Dinasaur (O.S. 1:50,000/1:25,000); walk along ridge and coast path to the south of the Clee (O.S. 1:50,000/1:25,000); Monks Dale (O.S. 1:50,000/1:25,000); Broadford Whitchurch Woods (O.S. 1:50,000/1:25,000); Shropshire Edge. Easterly for 2 miles west S.W. via Moat House (O.S. 1:50,000/1:25,000) in Wisterdale Moor near 1546 (the 1400-1610 chance via ruined red brick S.E. to Shropshire (M.R. 951 above); Monks Dale (Be Mill) for White House Museum of Buildings and Caistor (Lie O.S. 1:50,000/1:25,000); with old world garden (See 1:50,000); Church Street for Cartington Valley 1 mile (O.S. 1:50,000/1:25,000) and 1500 acre church of Long Mynd; also 4 miles S. to Aron's Farm Working Farm Museum; Wenlock Lodge (O.S. 1:50,000/1:25,000); old rural agricultural life and traditional rural craft (See 1:50,000/1:25,000); Sun. B.H. 1000-1700; Stokesay Castle, unique preserved 13th-century fortified manor (See 1:50,000/1:25,000); Sun. B.H. 1430-1800 until 15 Sept.; 1 mile S. of Craven Arms (M.R. 951/954) from Ludlow.

FIGURE 10



Trains to the border of England and Wales, where Shropshire meets Clwyd. A variety of visits/walks about the heavily wooded Cenrig and Dee valleys or over the adjacent hills along short stretches of the Long Distance Footpath which follows the earth bank built by Offa, King of the Mercians, 782 A.D. Nearby are Oswestry 'Welsh town in England' and Llangollen 'Gateway to North Wales'.

Cavestry/Birmingham/Wolverhampton to Gobowen (for Oswestry), Chirk (for Cenrig Valley), Ruabon (for Dee Valley), (B.R.)

Saturdays

	Out	Out	Out	Ret.	Ret.	Ret.	Out	Ret.
Coventry	d. 0852	1048	1253	a. 1809	2024	2209	d. 1115	a. 2006
Birmingham International	d. 0902	1058	1303	a. 1758	2013	2157	d. 1125	a. 2059
Birmingham New Street	d. 0921	1116	1323	a. 1748	1956	2143	d. 1158	a. 1944
Wolverhampton	d. 0950	1150	1348	a. 1719	1930	2114	d. 1231	a. 1919
Shrewsbury	d. 1036	1238	1432	a. 1631	1850	2021	d. 1311	a. 1838
Gobowen	a. 1056	1259	1453	d. 1607	1810	1956	a. 1331	d. 1804
Chirk	a. 1102	1304	1454	d. 1601	1803	1947	a. 1337	d. 1758
Ruabon	a. 1109	1311	1505	d. 1555	1757	1943	a. 1341	d. 1752

Note: Usually necessary to change trains at Birmingham New Street, Wolverhampton and Shrewsbury; check station information. Last train back from Ruabon Sat. 2231, Sun. 1957. Dee-Cenrig area Crossville Bus Services: Gobowen-Oswestry D2/66; Oswestry-Gobowen-Chirk-Ruabon D2; Chirk-Weston Rhyn-Oswestry D60/61 and Vaag VCT; Cenrig Valley VC; D60; Ruabon-Llangollen D1. Check local timetables.

Sample aims (Map 4) Gobowen for Old Oswestry (2 miles) (O.S. 126/295310) ramparts 68 acre Iron-age hill fort and country town. Oswestry, site Whittington Castle (O.S. 126/326312) remains, moat, play area and Gallery. From Oswestry short walk to Offa's Dyke Path, 2½ miles B4580 to beyond Old Racecourse (O.S. 126/255310), N. on Dyke Path over Baker's Hill (1 mile) lane to Sellysian (2 miles) and either lanes to Weston Rhyn and Chirk St. (3½ miles) or B4579 and lane to Gobowen St. (3 miles). Tŷn-Y-Rhos Hall, Weston Rhyn (O.S. 126/272362), minor Border Country inn (Sat., Sun. 1430-1800). Chirk for Chirk Aqueduct (1801) on Shropshire Union Canal (O.S. 126/286376) and Chirk Castle unique Marcher fortress (1310) (Sun. 1400-1700). For Offa's Dyke and Path, take B4500 1¼ miles up Cenrig Valley to Castle Mill Bridge (O.S. 126/264376), then S. on Path 1½ miles to Cragnant (O.S. 126/252350) then B4579 and lane to Weston Rhyn for Chirk St. (5 miles). Ruabon for Dee Valley and Llangollen by Crossville bus, or walk canal bank from Pont-Cysyllte Aqueduct (O.S. 117/271422), Telford's great canal masterpiece (1805). Llangollen for Canal Museum, Valle Crucis Abbey and Plas Newydd.

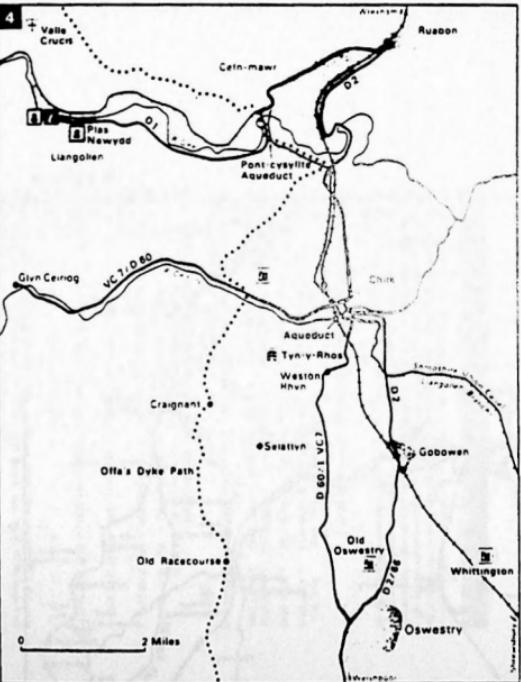
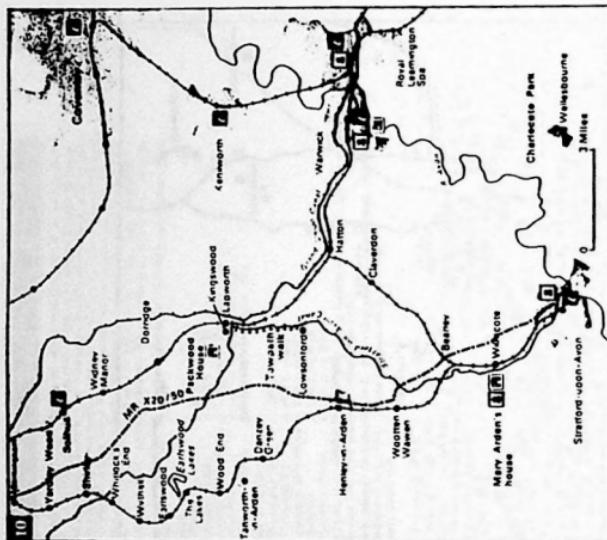


FIGURE 11



10

The Warwickshire line link Birmingham, (Moor Street) and Stratford-upon-Avon via Solihull or Shirley. Catch a train from one of eight stations in S.E. Birmingham to any of 12 country stations before Warwick or Stratford. Birmingham "Centrefax" links Moor Street Station with New Street Station.

Awarded 81. B.R. offers a Day Rover ticket on Warwickshire lines, shown on Map 10, ideal for visiting such places as Henley-in-Arden, Lemington Spa, Stratford-upon-Avon and Warwick and planning a country walk between stations. Ticket available until 3 Oct. 1981. £2 adult, £1 child; from selected stations in South Birmingham and Solihull areas (also ask B.R. about Midland and Railtours 7-day Railtour Season ticket).

Sundays Birmingham - Stratford-upon-Avon via Shirley
Our All stations to Stratford (59 mins.); Birmingham (Moor Street) d. 0746, 0911 h. until 1411.
All stations to Birmingham (Moor Street) (62 mins.); Stratford d. 1419, 1519, 1730
(most trains connect). W.M.P.T.E. buses at Shirley for Solihull Lodge, Marpole,
Stratford Road and Moseley Heath.

Sundays Birmingham - Stratford-upon-Avon via Solihull (c. at Hatton)
Our From Birmingham (Moor Street), Tividale, Aspicks Green, Old Hill, Solihull, Dordogne
to Lapworth, Flanion (c.), Clarendon, Bentley and Willmote and Stratford (79
mins.); Moor Street d. 0735, 1200, 1235*, 1300, 1530*
All stations to Birmingham (Moor Street) (57½ mins.); Stratford d. 1440, 1528,
1717, 1824, 2023

New All "country" stations closed Sun. No Sun. service to Stratford via Shirley.
No change. does not serve Hatton.

Sundays Birmingham - Stratford M.R. X20 X20 *

Our Birmingham B.S. d. 0910 then h. via Shirley, Henley,
Rte. Stratford d. 1110 h. to 1610 (1640, 1710, 1740, 1810) (not *), 1840, 1940, 2040.
Same time (Map 10) The Lakes for Earthwood Lakes and New Fellings Copice (O.S. 1:50 000) nature trails permit from Birmingham Museum & Art Gallery; Dansey Green for lines about Tewkesbury-Arden; Lapworth for Pickwood House (O.S. 1:50 000) (1800); Lapworth for Kingwood Canal junction locks (O.S. 1:25 000); Stratford Canal towpath walk to Lowerend, Henley-in-Arden or Beatrix Hatten for Harton locks, Grand Union Canal (O.S. 1:50 000) and field walks to Clarendon or Barley; Willmote for Mary Arden's house and museum of rural life (late 0900-1800); Stratford-upon-Avon for overable walls (and boating) and Chalcocite Park, Willmote (O.S. 1:51/25 000); house, Tudor gatehouse and deer park (Sat. 1100-1800).

FIGURE 12



By rail from Cheadle, Birmingham or Wednesbury to Wellington for the famous Works of Coalbrookdale and the places nearby which made the town the cradle of the Industrial Revolution. From the Works for evening walks, great pictures in the valley of the Severn and the Wrekin, a full day with Shropshire. Day trips include lead tours at Blists Hill and the Ironbridge Gorge. The first iron bridge in the world still spans the Severn, with exciting measures and open air refectory the work of the men who began the age of industry.

Courtesy/Birmingham/Watershed for Wellington (B.W.)

Saturday	Chn Chn	Ret.	Ret.	Ret.	Sunday	Chn Chn	Ret.	Ret.
Cowper	d 0453 0901 1151	s 1809	1951	2024				
Birmingham	d 0921 1014 1223	s 1746	1923	2001	d 0910 1159	s 1718 1810		
New Street					d 0909 1214	s 1650 1750		
Wolverhampton	d 0950 1040 1250	s 1719	1842	1930				
Walsall	d 1012 1117 1252	s 1614	1754	1903	d 0922 1252	s 1621 1714		

Note Change Wolverhampton except Sat 0915 from Coventry. Last connecting train back Wellington Sat 2042 Sun 2042

Birmingham to Freshfields, Wellington (M.R. 276/891/893)

	Saturday (M.R. X96) B	Sunday (M.R. 892/893)
	Our Cha Cha Rec Rec	Our Cha Cha Rec Rec Rec Rec
Birmingham (B.S.)	d 1800 1800 1800 1800	d 1800 1800 1800 1800 1800 1800
Stoke-on-Trent (the Weston Park)	a 0955 1555 1515 d 1505 1510 x 1210 1410 1410 d 1642 1612 2002	
Leedsbridge (Luton)	a 1617 1237 0117 d 1505 1020 x 1215 1445 1445 d 1617 1817 2017	
Dudley		

Note East buses to Birmingham Sat., Sun. as shown above. Services 872-873 also serve Wolverhampton B.S.; first bus out Sat. 0720, 0815 then b. Sun. 1115, 1235; buses back Wellington to Wednesbury b. to last bus 2142.

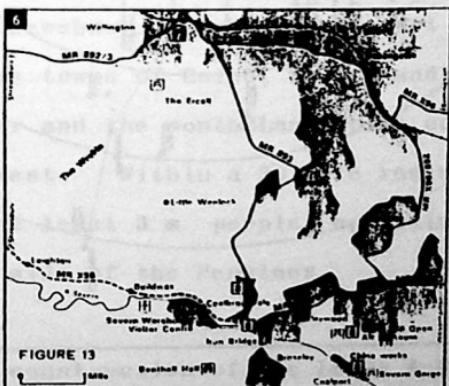
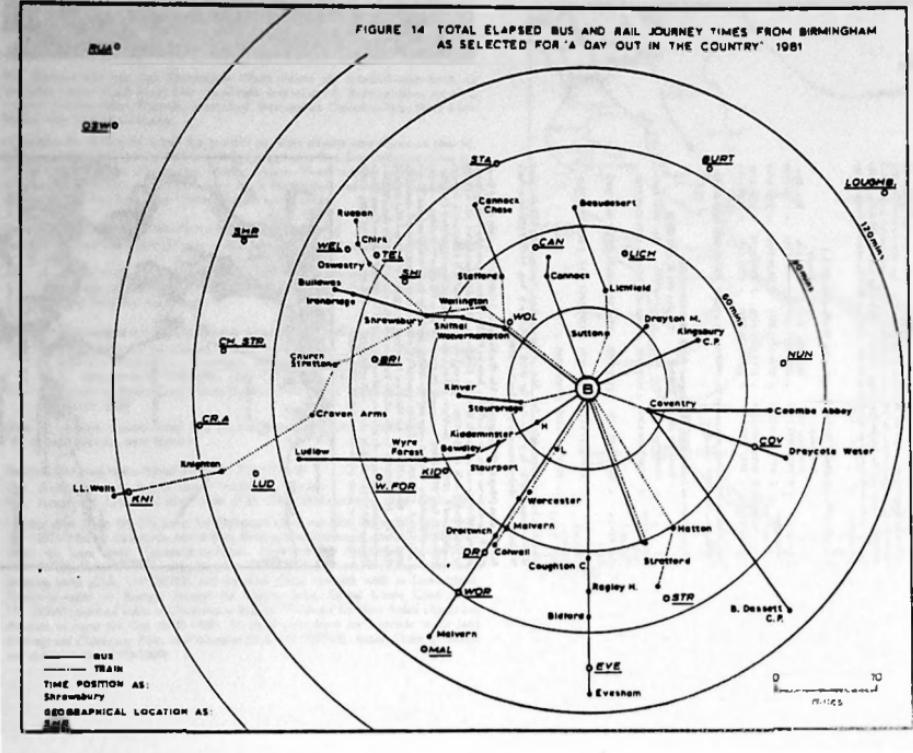


FIGURE 14 TOTAL ELAPSED BUS AND RAIL JOURNEY TIMES FROM BIRMINGHAM AS SELECTED FOR 'A DAY OUT IN THE COUNTRY' 1981



THE KEIGHLEY & WORTH VALLEY RAILWAY : LEISURE ACTIVITIES ON A STEAM RAILWAY

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of Geography, Stoneyhurst College)

INTRODUCTION : Location

The market and manufacturing town of Keighley developed close to the confluence of the River Aire and its south bank tributary, the Worth, with subsidiary textile villages straggling up the valley sides at Oakworth, Haworth and Oxenhope. To the east lies the Leeds-Bradford conurbation, with some 0.75m population; to the south east the towns of the old 'heavy woollen' district, Halifax, Huddersfield, Dewsbury. Immediately west are the east Lancashire towns of Colne, Nelson and Burnley with Manchester and the south Lancashire conurbation to the south west. Within a 30 mile radius of Haworth live at least 3 m people, approximately 1.5m. on each side of the Pennines.

Origins

After the construction of the Leeds & Bradford Railway in 1847 the merchants and manufacturers of the Worth Valley settlements noted the developing

prosperity of their larger neighbour, Keighley. They decided that their economic growth also depended upon an assured transport link with the outside world. Contemporary upland roads were lamentably primitive: goods were still carried on packhorse panniers across the Pennines during the incumbancy of the Rev. Patrick Bronte at Haworth. Plans therefore were laid for the building of a railway along the floor and sides of the valley of the River Worth and the Bridgehouse Beck, from a junction with the Midland Railway at Keighley, to a terminus five miles away under the moorland edge at Oxenhope.

The Keighley & Worth Valley Railway Company, composed entirely of local interests, opened its line for freight and passenger traffic in April 1867. The Midland Railway Company provided the rolling stock, and the operating staff, subsequently speedily absorbing the local company and operating the Worth Valley branch as a profitable feeder to the main Leeds-Settle-Carlisle line.

In addition to heavily loaded commuter trains of mill workers, the single track branch line carried considerable quantities of coal, timber, textile products, machinery, livestock, stone and general merchandise. As recently as the mid 1950s a daily freight brought coal supplies to Haworth Gas Works

and most passenger trains left Oakworth carrying more boxes of day-old chicks than people! But the '50s were also years of contraction: passing loops at Oakworth and Haworth were removed and signal boxes closed. Henceforth the branch was worked "one engine in steam" from Great Northern Junction (Keighley) by tank locomotives fitted as push-pull units with conductor/guards to issue tickets. Although still fulfilling an important local need, the passenger services ran at a loss. They were briefly dieselised in summer 1960 but on Saturday 30th December 1961 the last British Rail advertised passenger train ran to Oxenhope.

SOCIETY AND COMPANY

Two months later, at a public meeting in Keighley, the Keighley & Worth Valley Railway Preservation Society was formed with approximately 100 members. Its stated aims continue to be:

Supporting the preservation, as a going concern, of the branch line between Keighley and Oxenhope, known otherwise as the Worth Valley Railway; ensuring, as far as is practicable, the continued operation of steam locomotives on the Worth Valley Railway; the preservation on public exhibition items of railway interest, these to include locomotives and coaches as well as smaller items.

In a mood of somewhat naive optimism, it was assumed that daily public passenger services would soon run along the valley again. The author recalls one local manufacturer interrupting a discussion as to

the merits of various locomotives during the inaugural meeting to ask if the society would still run 'the 7.52 from Oxenhope'. Leisure industries, recreation, even tourism were little discussed initially. A charter excursion from Bradford Forster Square to Oxenhope in June 1962 brought new members, and a lease on Haworth station and goods yard was obtained. Negotiations with BR took six years. Items of rolling stock were slowly acquired as steam traction ended on BR. Fund-raising and the hard physical slog of repelling the onslaught of vegetation along the branch were the constant activities of the mid 1960s.

In 1966, the Keighley & Worth Valley Light Railway Ltd. was formed to control legal, insurance and financial matters with ten worker directors and share control in the hands of the Society. An extra aim was added to the constitution:

the Society shall give K&WVLR Ltd. direct financial assistance, provide the practical assistance of members in the work of restoring, maintaining and improving locomotives, rolling stock, permanent way and works, and will secure adequate publicity for the Society and the Railway Company in order to augment the funds and other assets of the Society and the Company and to increase railway traffic receipts.

The Company agreed to purchase the line, land and buildings from BR over a twenty five year period, and with the granting of a Light Railway Order, reopened the branch to passenger traffic on

29th June 1968, 101 years after the original company. Local effort, initiative and sheer stubbornness had won through.

PRESENT OPERATION AND ORGANISATION

The Company operates a public passenger service between Keighley and Oxenhope every weekend, and daily in July and August using a staff of unpaid volunteer workers to crew all trains and man all stations. Limited paid help is used only in the staffing of the three tourist shops. From March to October the service is steam-hauled along the whole line to a timetable which increases in frequency as the season's traffic builds to a maximum of a steam train approximately every 23 minutes through Haworth, always the busiest station on the line, on Sunday afternoons from late May to late September. Winter services from early November to late February comprise two diesel railbuses providing a Saturday Shoppers' Service between Oxenhope and Keighley, with a Sundays only steam-hauled shuttle service between Haworth and Oxenhope.

Every train is crewed from the roster of all operating duties (covered entirely by only 75 volunteers). Individuals operate often in more than one capacity, for example, as driver and signalman on alternate weekends. Additionally the Cash, Sales and Stations Roster covers all sales points and all

station duties, including crossing keepers, ticket checkers, porters and booking clerks. 114 men and women currently work this roster which also includes all station maintenance, a major task in its own right. The stations department tends to be a recruiting area for new personnel 'learning their trade'. It is also a training area for those who wish to rise into Train Operations.

About fifty people, mainly men are also actively involved in essential non-operational jobs - carriage and wagon maintenance and repair and longer term locomotive restoration projects. Routine maintenance of the service locomotive stock, five or six engines during each season, is normally handled by the regular drivers and firemen.

The organisation, budgeting, paperwork and policy-making behind each one of these areas of physical activity has grown rapidly. Twelve committees (Finance, Joint Management, Publicity, Stations, Civil Maintenance, Locomotive, Carriage and Wagon, Railbus, Sales, Railtours, Safety and Employment) each with its own chairman, secretary and monthly meeting, cover the administration. Each committee reports in detail to the monthly Council of the Society, the supreme policy-making body of the Railway. Eighteen Council Members, elected for terms of three years each, argue the merits of controversial issues and

make necessary decisions. Like everyone on the Worth Valley, these are workers, not armchair politicians. The whole is a form of non-political workers' co-operative. To one side stands the Company, with its elected board of ten directors meeting to deal with finance, estate management, insurance, on-train catering and liaison with the Department of the Environment. The Directors, seven of whom are also Council Members, draw no fees and again, are worker volunteers. Thus, a group of less than 250 people from all walks of life mainly without professional training in railways or tourism have taught themselves successfully to operate a private railway throughout the year as part of the local leisure industry and as their hobby.

AREAS OF RECREATIONAL ACTIVITY

Membership

The K&WVRPS has a membership of some 3,000 and is constantly recruiting. However about 92% (2,760) of the membership is passive in that they are not actively involved in running the business. A proportion of the members are railway enthusiasts who may also be members of other preservation schemes. They are enthusiastic about the continued operation of steam power: they photograph it, sound record it, travel long distances to see it, very occasionally buy a ticket to ride behind it, but seldom actively

maintain it. Secondly, many committed supporters of the K&WVR (the majority) feel either too physically distant or too heavily committed to other activities, to be active participants. Although the expense of travel is a deterrent, many regular crew members travel considerable distances, often over 100 miles, for regular duties. Thirdly, a growing minority are local people, usually complete families, who join the society for the undoubtedly travel concession benefits of membership (half fare travel at all times) and who feel genuinely loyal to 'their railway'. Whilst often not sufficiently railway-orientated to work for the railway they are however a valued group, whose good will and moral support are important factors in the society's standing within the local communities. The Membership Department, with some success, seeks to convert the 92% of passive members into more active roles. For all these the Railway is providing some form of informal recreational activity.

There is thus a highly active 8% of the membership, living mainly within the West Yorkshire or East Lancashire conurbations, largely bachelor and totally dedicated to the line. They invariably work far harder in pursuit of their recreation than they do at their careers.

Retail

The K&WVR sells entertainment, nostalgia, a leisure experience and a portion of history as well as a ride from Oxenhope to Keighley. Its customers are primarily the general public, not railway enthusiasts. A recent survey conducted by students from Huddersfield Polytechnic found that 44% of the visitor sample liked the railway because of its steam locomotives, with a further 23% approving of the nostalgia and atmosphere of the line, its buildings, carriages, etc. 11% thought it a "nice day out". A further 11% thought it a good children's attraction, 7% thought it a novelty and 4% were attracted by the "good service". The family party, particularly on Sunday afternoons is the 'bread and butter' traffic of the line. Some 150,000 passengers p.a. buy tickets to travel, the vast majority coming from West Yorkshire and East Lancashire. Access by public and private transport from all parts of the thirty mile radius is good. Concessionary fares are an added inducement to family travel within the West Yorkshire County.

The railway relies on the family section of the market, not only to ride on the trains, but also to patronise the three shops, the on-train buffet service and the two buffet counters. The retailing

of tourist goods is a vitally important section of income. The railway provides formal recreation: a set piece, a place to visit, a place to experience something remembered from the past, a day out.

Recording

For a rather highly specialised section of the public (many are enthusiasts), the railway provides an experience to be captured upon film and tape.

The line is more steeply inclined than many private railways, an average gradient of 1 : 65 in the five miles from Keighley to Oxenhope. The locomotives are worked hard to haul trains up this gradient, providing dramatic audible and visual effects. Many visitors return repeatedly to add to their stock of recordings.

Professional Filming

The railway frequently provides entertainment of an indirect kind through the cinema and television by being used for location filming in historical dramas, feature films and commercials.

The two major feature films are The Railway Children and Yanks with many t.v. dramas: Testament of Youth, Airline, Good Companions, Fame is the Spur, My Father's House, Fanny by Gaslight and A Kind of Loving are some of the more recent.

TRENDS

Traffic flows have varied considerably (Table 1).

TABLE 1

<u>Year</u>	<u>No. of Passengers</u>	<u>Year</u>	<u>No. of Passengers</u>
1968*	31,000	1975	136,000
1969	60,000	1976	142,000
1970	71,000	1977	149,000
1971	125,000	1978	147,000
1972	111,000	1979	149,000
1973	132,000	1980	150,000
1974	126,000	1981	150,000

* from 29th June only.

During the first three years of private ownership only one passenger train could operate at a time, giving a minimum headway between departures of 1 hour 15 minutes at the termini and approximately 35-40 minutes at Haworth. After the filming of The Railway Children (June/July 1970) and the expected increase in traffic, a passing loop was laid at Damens. This doubled the track capacity, enabling two trains to operate from opposing termini and reduced the minimum headway to forty minutes at termini and about twenty five minutes at Haworth. As a sizeable proportion of the public just 'turn up', especially at Haworth, and board the first train to arrive, a frequent service with low headways is essential to ensure maximum usage on peak days. The success of The Railway Children, with its strong K&WVR link, accounts for the 76% rise in passenger loadings, 1970 - 1971, and the equally inevitable 11% fall into 1972. 1973, however, was another record year, perhaps the result of sustained more

aggressive advertising by the Publicity Committee. Petrol price rises almost certainly affected 1974, but the long, hot summers of 1975/1976 encouraged holidaying at home and traffic boomed for three successive years. Further petrol price rises may be responsible for the slight fall of 1.5% in 1978.

The last three years have been especially encouraging. To be able, at a time of national recession and considerable local hardship in northern England, to maintain traffic figures at or about 150,000 is no mean feat. Promotions with the other transport operators are at least partly responsible.

Seasonal traffic flows also vary considerably from the record of 4,785 passengers booked in a single day (Easter Monday 1980) to as few as seventeen passengers on the diesel railbus shoppers' service on a January Saturday. Generally Saturday figures are remarkably steady - c. 900 - 1,000 passengers, March - October, with variations above that figure resulting from incoming railtours (charter hire trains from BR bringing up to 500 passengers). Traditional patterns of family shopping on Saturdays account for this consistency. Sunday traffic, starting from c. 700-800 in spring, builds steadily to a regular 1,700-1,800 by mid summer, with predictable peaks at bank holidays. Easter remains the single busiest (long) weekend

of the year with 12,000-13,000 passengers usually carried during the five days continuous running. Good Easter receipts are important after the expense of winter maintenance schedules.

The 1980 and 1981 seasons have shown another clear trend: an increase in Monday to Friday passengers, especially in late July and a corresponding shift from Haworth to Keighley as the originating point of journeys. This is the result of a better advertised and greater frequency of BR services from Leeds (hourly) and Bradford (half hourly) into Keighley, and of the granting by K&WVR of a 10% discount on all fares to holders of the WYPTE Metro Day Rover ticket. Whilst 10% is a relatively small concession for K&WVR to make, the advertising and traffic benefits are considerable.

INCOME AND EXPENDITURE

Even with an entirely unpaid, volunteer work-force, train operations alone do not make a profit. But then, what is profit? Spending on repairs, maintenance and restoration is usually in direct proportion to the passenger and sales receipts of the previous (and sometimes the current) season. Members join the Society to fulfil their own personal ambitions for a particular project and to do something well for the love of it, rather than for profit motives: For every £1.00 tendered at

a Worth Valley booking office, 29p is used to purchase coal, oil and to pay water rates, 25p goes to the maintenance of the track, 9p is for repairs to buildings, plant and stations and a substantial 37p goes to the repair of locomotives, carriages and wagons. The passenger's pound is thus totally absorbed, leaving gas, electricity, telephone and insurance costs, the wages of the one regular employee, advertising, stationery, the rates, etc. to be funded from the shops, catering, admissions to the yard and museum, members' subscriptions and film fees. The two sides of the equation just balance. (Table 2) Apart from a £9,000 loan from the former Keighley Borough Council in the early 1970s for the erection of the museum building at Oxenhope grant aid loans or industrial donations have not been sought until recently, when the railway has been encouraged to apply for English Tourist Board assistance to construct a new locomotive workshop and maintenance shed at Ilaworth. Whilst almost certainly shortsighted in not applying for financial assistance earlier, there is a strong streak of West Yorkshire independence, running through the Society which is inordinately proud of having achieved much by its own efforts.

PROMOTIONS

For about three years an energetic BBC Local

TABLE 2THE KEIGHLEY & WORTH VALLEY RAILWAY PRESERVATION SOCIETYCONSOLIDATED INCOME & EXPENDITURE ACCOUNTfor the year ended 31st March 1981

	<u>1981</u>	<u>1980</u>
<u>INCOME</u>		
Traffic Receipts	105,993	96,779
Profit on Sales & Catering	24,530	18,007
Admissions	7,821	8,397
Subscriptions	9,295	8,003
Rail Mail	1,408	2,307
Rents Received	2,292	2,218
Film Fees	2,504	13,260
Donations	1,845	3,511
Interest Received	3,886	1,978
Tax repayments	2,366	-
Sales of Scrap & Sundry Income	1,924	5,885
	<u>163,864</u>	<u>160,345</u>
<u>EXPENDITURE</u>		
Coal, Oil & Water	30,884	26,994
Permanent Way Maintenance	26,863	24,842
Repairs to Buildings,		
Plant & Stations	10,296	8,657
Repairs to Locomotives &		
Rolling Stock	39,450	22,454
Electricity & Telephone	4,451	3,108
Carriage	3,094	1,233
Insurance	3,941	3,114
Rent Paid	800	800
Depreciation	9,042	4,887
Advertising & Publicity	9,577	9,524
Push & Pull Magazine	3,794	2,433
Stationery & Secretarial		
Expenses	7,247	5,753
Wages & National Insurance	7,106	5,405
Tax paid	-	235
Interest paid	1,515	1,350
Auditors' Remuneration	325	300
Rates	1,800	-
Gas, Cleaning & Sundry		
Expenses	3,130	122,603
	<u>163,615</u>	<u>1,514</u>
<u>EXCESS OF INCOME OVER EXPENDITURE</u>	<u>£ 249</u>	<u>£ 37,742</u>

Radio presenter totally transformed ideas on publicity. The Publicity Committee learnt never to assume that the public, even the local public, knows about the Railway, what it is, where it goes, what it does, or that people will automatically visit the line. With increasing car ownership, all public transport concerns - BR, National Bus Co., the PTEs and the private railways - realised the absolute necessity of selling their products in the late 1970s. The family market is no longer used to a bus or train journey as part of everyday life. The clientele has to be informed, reminded, encouraged, and enticed at every opportunity. Hence the value of news stories (which cost nothing) by local radio and local press, over expensive posters, leaflets and advertisements. The value of establishing specific points within the season, especially preceding a bank holiday, or the commencement of daily running, and creating a news story around them, is enormous. Worth Valley examples of this have been the 90th Birthday of a locomotive, a 1776 Bicentenary train with American loco in 1976, a Victorian train for the centenary celebrations of a local junior school with all participants in period costume, and a Pullman car train to launch a new through ticket facility from Burnley to Oxenhope. The regular re-running of The Railway Children by

BBC television also increases passengers asking the now inevitable questions:

"Was that Mr Perks' House?" "Is this where the landslide occurred?" "Which was the cottage used for 'Three Chimneys'?" "Were you in the film?"

INTEGRATION

This is an area of total change. In the mid 1960s, Keighley-West Yorkshire Services Ltd., then the local bus undertaking, formally opposed the re-opening of the line, fearing unfair competition on valley bus routes. The Society never constituted a threat to the local bus services; rather it encourages bus traffic to feed onto the railway. Steam fares are high compared with parallel bus services. There is close liaison with BR in planning and receiving charter parties, organised by private groups, by BR (the Merrymaker Tours), and, outward from the Valley, by the Society's Rail Tour Committee. Co-operation with BR has always been excellent involving some through running of BR carriages onto Worth Valley metals, with steam locomotives taking over at Keighley.

The first major project with a bus company was twelve months ago through the enthusiasm of David Greenwood, then Traffic Superintendent of Burnley & Pendle Joint Transport. He proposed a single payment ticket, purchasable at Burnley bus

station, or on a bus: the passenger travelled by bus to Keighley, by steam train to Oxenhope and return, with free access to the railway museum. The adult fare was £2.50 (saving £1.10), and the family ticket £6.00 (saving £4.80). In order to promote this imaginative idea, the bus undertaking produced an attractive all-over advertisement on a bus running on daily Burnley town services. The results of this promotion have been most encouraging, with 800 passengers being carried in the first four months of operation, an average of fifty passengers each operating day.

The creation of the WYPTE in 1974 did not initially affect the K&WVR, but during the last three seasons, co-operation has grown apace. The PTE have marketed attractive travel packages to places of recreational interest to fill spare capacity on buses and trains throughout the County. The Day Rover ticket, at £2.00 (adult) and £1.00 (family) includes a link with the K&WVR. Reinvigoration of a dying bus service from Hebden Bridge, over Cock Hill Moor, a delightful moorland run, to Keighley in 1981 included a change of route to serve both Oxenhope and Haworth stations and the BR station at Hebden Bridge, and considerable colourful marketing. This South Pennine Link service (500/501) was a considerable success, running every Saturday through

the year, on Sundays from Spring Bank Holiday to the end of September and daily during the school holidays, and is to be extended from three daily trips to five in 1982.

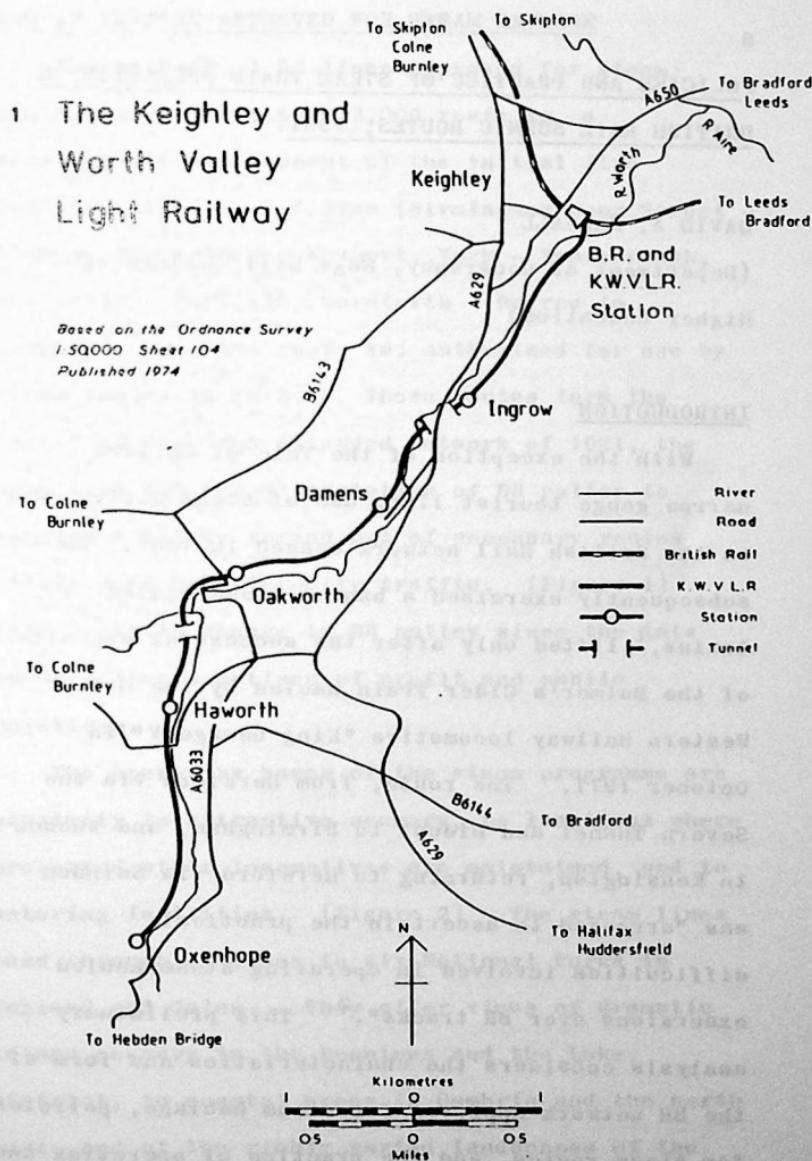
THE FUTURE

There is considerable potential for complete visitor packages, originating off the K&WVR and leading people into Bronte Country. At present a Family Charter excursion is being planned from the Wakefield area jointly by the K&WVR, BR and the PTE with saturation publicity. The all inclusive cost is attractively low, and it is hoped to encourage future visits and to increase Society membership. In the 20th year of the Society's establishment it becomes harder to increase the ranks of workers, and funds because of an increasing number of competing preservation schemes, many of dubious potential. BR's own steam specials are not universally well-supported and there are signs of contraction in both numbers of runs, and routes to be used. It seems as if a new railway mania of preservation may burst financially before a few, well-organised, soundly based concerns emerge for long term survival.

These are sombre thoughts, but too few volunteers, let alone railway enthusiasts, consider them. The public will be the arbiter. However, if the ideal

location and design for a steam recreational railway is a short, compact branch line, capable of operating frequent services, linked to the national network with good bus and rail links, with a variety of scenery, tunnels, level crossings, several stations, creating much nostalgic railway activity within easy access of a substantial population of several million people, the K&WVR is close to that model.

1 The Keighley and Worth Valley Light Railway



POLICIES AND PRACTICE OF STEAM TRAIN OPERATION ON
BRITISH RAIL SCENIC ROUTES, 1981.

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INTRODUCTION

With the exception of the Vale of Rheidol narrow gauge tourist line, use of steam motive power on the British Rail network ceased in 1968. BR subsequently exercised a ban on steam hauled trains,¹ lifted only after the successful operation of the Bulmer's Cider Train hauled by the Great Western Railway locomotive "King George V" in October 1971. The route, from Hereford via the Severn Tunnel and Didcot to Birmingham, and thence to Kensington, returning to Hereford via Swindon was "arranged to ascertain the practical difficulties involved in operating steam hauled excursions over BR tracks".² This preliminary analysis considers the characteristics and form of the BR network approved for steam haulage, policies for steam routes, and the practice of operating and marketing steam hauled trains on BR during this tenth anniversary year of the 'return to steam'.

THE BR NETWORK APPROVED FOR STEAM HAULAGE

The network of BR lines approved for steam haulage now totals over 2,000 route km, a considerable development of the initial five isolated stretches of line (Birmingham Moor Street - Digbeth, Shrewsbury - Newport, York - Scarborough, Newcastle - Carlisle, Carnforth - Barrow in Furness), some 484 route km, authorised for use by steam trains in 1972.³ These routes form the nuclei of the much extended network of 1981, the result of ten years' evolution of BR policy to utilize a widely spread net of secondary routes little used by Inter-City traffic. (Figure 1) This dramatic change in BR policy since the late 1960s reflects motives of profit and public relations.

The operating bases of the steam programme are proximity to attractive scenery, to locations where preserved steam locomotives are maintained, and to watering facilities. (Figure 2) The steam lines pass through or close to six National Parks in England and Wales. They offer views of dramatic inland scenery in the Pennines and the Lake District, in coastal areas in Cumbria and the north east, and of the richly varied landscapes of the Welsh Borderland and English Midlands. The Scottish steam network developed separately from

that of England and Wales, with steam routes being designated from 1973. They traverse three major areas: the Forth-Tay lowlands, the east coast south of Aberdeen, and the spectacular scenery of the Grampians between Perth and Aviemore. Apart from the Birmingham - Didcot route, which itself crosses the Cotswolds, the emphasis is on upland Britain, particularly northern England, especially Cumbria and Yorkshire. Five areas appear neglected: north west and south west Scotland, much of Wales, the eastern counties of England and southern England. In marketing terms, however, few major British cities except remote Plymouth greatly exceed sixty km distance from a steam railhead. Moreover, in 1975 the Westbury - Salisbury - Basingstoke and Eastleigh lines, and in 1976/77 the Ely - Manningtree line were approved for and used by steam hauled charter trains. Their demise as steam routes owes much to the subsequent non-availability of suitable steam locomotives. In addition, the Inverness - Kyle of Lochalsh line was approved for, but not used by steam trains in 1973 and 1975.

Many areas not directly served by BR steam routes have access to private preserved railways operating regular steam hauled passenger services.⁴ There is close coincidence both of locations of private lines with areas served by BR steam routes -

the Ravenglass & Eskdale Railway and the Keighley & Worth Valley Railway, for example, have direct connections with BR steam specials (Cumbrian Coast Express and North Yorkshireman respectively) - and those areas remote from BR steam lines. (Table 1)

Table 1 Private preserved railways operating regular steam hauled passenger services distances from BR steam routes

England and Wales	Scotland	< 40 km		40-60 km		> 60km	
		E/W	Sc	E/W	Sc	E/W	Sc
11	2	5	0	16	0		

In particular, Wales and south east England have notable concentrations of privately operated steam railways. It is therefore suggested that with the exception of western Scotland, East Anglia and south west England there is a reasonable proximity to steam railways (BR or private) for interested members of the public, especially if the very large number of steam centres, depots and museums is also considered.⁵

The location of centres where preserved steam locomotives are maintained to the very high standards of working order required by BR for reasons of safety is a most important factor in the designation of steam routes. Thirty nine large steam locomotives at fourteen centres (Figure 1) are considered for hauling passenger trains over

BR lines "subject to condition and detailed examination and approval by regional CMEE, also route clearance by CCE".⁶ In 1981, twenty three are operational, five subject to necessary overhaul being completed to stipulated standards. In addition, seven 'historic' locomotives including the Liverpool & Manchester Railway "Lion" (built in 1838) and replica "Rocket" require special sanction for use.⁷ All locomotives are normally restricted to routes adjacent to their home depots to improve efficiency in administration and maintenance by ensuring that local qualified staff maintain 'their' locomotives. Thus locomotives from Steamtown, Carnforth normally work the Carnforth - Sellafield, Leeds and York, and Settle Junction - Carlisle routes, and Bulmer's centre at Hereford shares the responsibility for working the Newport - Chester route with the Severn Valley Railway (Bridgnorth). This policy limits lengthy journeys by any one locomotive - for example, Carlisle or Newcastle to Newport - although some long journeys such as Hull to Carlisle and return in one day are allowed. Special authority is given to a limited number of locomotive movements between depots to give variety of haulage for the customer, and when operational requirements demand. Thus Carnforth provided locomotives to work two Chester -

Hereford return journeys in late spring, and to haul the Scarborough Spa Express (York - Scarborough) in a year with a shortage of available motive power at the National Railway Museum, York.

Whilst water for locomotives is available at steam centres, most BR lines lost such facilities during modernisation. Regular watering points have been set up, often using diesel standpoints or fire hydrants. These provide necessary stops combined with opportunities for tour participants to photograph their locomotive. Turning facilities are also vital if the locomotive is to work the return run of the train. Whilst turntables are located at a few of the large steam centres based on former BR motive power depots such as the NRM, Didcot and Carnforth, elsewhere the location of rail triangles as at Chester is crucial, hence the installation of a turntable at Scarborough after removal of the Filey triangle.⁸

STEAM HAULED SERVICES, 1981

In practice, the steam hauled services adhere to the basic policy objectives outlined above, although there are some detailed deviations from expected patterns. (Figure 3) Also, the market area for charter trains is wider than suggested by the broad cartographic measures used in Figure 2. Steam trains are promoted by BR, and by private

operators and locomotive owners - the Steam Locomotive Operators' Association and Scottish Steam Railtours Group - in close liaison with BR. Three types of train may be recognised : BR regular summer tourist trains, regular SLOA charter trains and a variety of private charters predominantly by member groups of SLOA and SSRG.

The dominant flows are those of the BR steam hauled tourist trains in an ambitious intensive summer programme which in the event depended upon five steam locomotives based at Carnforth. The London Midland Region's programme (Cumbrian Coast Express, Cumbrian Mountain Express and North Yorkshireman trains) is based on five planning factors:

1. The results of the 1980 programme (twelve CCEs and twelve CMEs) show slow bookings in early July and September, periods which justify only one steam service per week this year. (NY)
2. There should be no expansion of steam services because of the recession, the availability of locomotives, the intensive SLOA winter/spring programme and Eastern Region summer programme. Thus, eight CCEs on Tuesdays, eight CMEs on Wednesdays and seven NYs on Tuesdays and Bank Holiday Mondays between mid-July and mid-September are scheduled.

3. Steam locomotives from Carnforth to work ER services are transferred hauling six Sunday excursions between York and Carnforth (Red Rose and White Rose) to reduce unremunerative light engine movements.
4. Earlier timings of CCEs allow passengers originating south of Rugby (18% number of passengers and 27% revenue in summer 1980) to return earlier and make necessary connections, thus safeguarding the London and south east market.
5. Detailed changes improve market attraction.⁹ The trains aim to increase family tourist traffic (rather than railway enthusiasts alone) by offering comfortable travel with the scenic attractions of Cumbria and the Pennines, the nostalgia of steam travel and a variety of stops. (Figure 4) The CCE stops at Millom, Ravenglass (for the Ravenglass & Eskdale Railway), Seascale and Sellafield. The LMR, clearly confident of its market, makes an honest appraisal in its publicity material of the latter two, with "little shelter in poor weather".¹⁰ Alternatively, passengers may leave the train at Grange to travel (at extra cost) through Hardknott and Eskdale to rejoin the train at Ravenglass, using the Mountain Goat bus service. The CME has an extended lunch stop at Appleby with photographic

stops at Garsdale and Ribblehead. In contrast, the NY offers specifically railway interest stops at Steamtown, Carnforth and Keighley (for the Keighley & Worth Valley Railway) with the alternative of 3½ hours to explore Skipton. Fares have been subject to relatively small increases in an attempt to broaden the market and a wide selection of connections throughout the LMR are available. (Figure 5)

All three trains commence at Crewe at 09.40 allowing relatively little scope for further extension of the marketing area. The LMR particularly values its market in London and south east England with its advantages of relative affluence and attractive (relative to distance) fare levels. Birmingham shows disappointing booking levels, despite its accessible position on rail and motorway networks.¹¹ The proximity of the Severn Valley Railway and Crewe for SLOA tours may depress bookings for these summer trains. There are considerable variations in the north west where the relatively short day out is particularly appealing to families with children. Whilst Warrington, Wigan and Northwich yield good returns, Manchester and Merseyside are disappointing, possibly indicating lower levels of affluence, certainly less interest. (Figure 4) There is evidence not only of regional variations in ticket sales, but also of B&R passengers favouring

certain routes. Only in the Preston and Nottingham divisions are ticket sales nearly equal for the CCE and CME in 1980, and only in Nottingham do they slightly favour the CCE. Elsewhere the Settle - Carlisle line's reputation for high scenic value and harsh gradients either side of Ais Gill summit attracts both tourist and railway enthusiast to the CME. (Table 2)

BR(ER) offers a contrasting package, with twenty six trains (two per day, Tuesdays, Wednesdays and Bank Holiday Mondays) between York and Scarborough. The SSE replaces the Yorkshire Circular Tour of 1979 (York - Leeds - Harrogate - York), temporarily suspended in 1980 to focus attention upon the LMR's Liverpool & Manchester Railway sesqui-centennial celebrations. It is linked to Scarborough Borough Council's relaunching of the town as a spa:

Travel in style by steam and see the new Spa at Scarborough. Enjoy an unforgettable day out, savour the smell and style of the great age of steam, catch the Scarborough Spa Express, and ride behind one of the great steam locomotives. Settle in your seat, perhaps listen to the mighty locomotive getting into her stride and watch in the distance as the lush fields and hedgerows of the Wolds and the North Yorkshire Moors pass by. 12

Indeed, SBC made considerable contributions to the £80,000 installation of the new turntable.¹³

Table 2 Passenger bookings, BR(LMR) Divisions, Summer 1980

<u>Division</u>	<u>CCE</u>			<u>CME</u>			<u>total bookings</u>
	(1)	(2)	(3)	(1)	(2)	(3)	
Preston	1719	54.64	47.66	1888	45.57	52.34	3607
London	488	15.16	36.66	843	20.35	63.34	1331
Manchester	229	7.11	41.11	328	7.92	58.89	557
Liverpool	166	5.16	40.39	245	5.91	59.61	411
Birmingham	235	7.30	39.63	348	8.40	58.68	593
Nottingham	77	2.40	52.03	71	1.71	47.97	148
Stoke (includes Crewe, north Wales)	265	8.23	38.69	420	10.14	61.31	685
	<hr/>	<hr/>	<hr/>	<hr/>	<hr/>	<hr/>	<hr/>
	3219	100.00		4143	100.00		7362

(1) number of passenger bookings (including 515 children on CCE and 443 children on CME)

(2) % of passenger bookings for each train

(3) % of total CCE/CME bookings

Whilst the market area of the early SSE departure from York is effectively north east England and south and west Yorkshire, the later departure allows much wider connections including London (Kings Cross). (Figure 5)

The SLOA regular charter tours also exhibit considerable flows and are run on Saturdays from September to April to similar timings and with similar policies to the BR(LMR) summer tours. (Figure 3) The 1981 programme includes eight spring CMes and six spring Welsh Marches Expresses (Shrewsbury - Hereford - Newport - Hereford) with Pullman versions of these (three CMps and three WMPs) plus a new train, the Trans-Pennine Pullman (two return workings, Northwich - Stockport - Standedge - Huddersfield - Leeds - Carnforth) in autumn. Locomotives are supplied by Carnforth, the NRM, Hull and Grosmont (CMP/TPP) and Hereford and Bridgnorth (WMP). TPP locomotives will be temporarily stabled at Northwich BR depot whilst awaiting return workings. The Pullman train, purchased by SLOA this spring, is maintained by BR at Carlisle, allowing charters to commence at Carlisle instead of Crewe. The pattern of service follows a six-week cycle from 26 September: southbound TPP, northbound TPP, WMP, WMP, northbound CMP, southbound CMP. This gives an intensive

service which in earlier WME, WME, northbound CME, southbound CME form required extension to cope with demand in the springs of 1980 and 1981. The route of the new TPP service between Stalybridge was first used by a steam special in November 1980¹⁴ and now extends and intensifies the northern bias of the approved steam network shown in Figure 1. The CMP, TPP, and WMP services are closely integrated with the BR summer programme and exhibit similar connectional facilities, providing a less extensive hinterland for the WMP than for the CMP and TPP owing to connectional times. (Figure 5)

In addition, there is a series of private charters by members of SLOA and SSRG during the autumn/winter/spring period which supplement the regular SLOA trains. Twenty six appear in the 1981 steam programme. Whilst some groups regularly operate a limited number of trains, others are more spasmodic. Several points emerge in spatial and policy terms:

1. The regular tours (i.e. CMP, TPP, WMP) are less costly in administration, marketing and operation. For example, timetabling remains constant. The less frequent and spasmodic private tours are thus relatively and actually very expensive in terms of labour and finance.
2. BR has shown flexibility in allowing routes additional to the approved network to be used

occasionally for steam operation. (Figures 1, 3) These are Liverpool - Manchester (for a final tour connected with the LMR celebrations of 1980 when this line was an approved steam route), Blackburn - Farringdon - Euxton - Chorley (unusual use of a short length of 25 kV a.c. electrified Inter-City line owing to engineering problems on the approved direct Blackburn - Bolton line), and the extension of a Scottish tour to Moss End, north of Motherwell, saving an additional locomotive change when connecting with a tour originating in London. As noted above, the TPP autumn trains also traverse a route not on the initial 1981 approved list. (Figures 1/3)

3. Despite their financial disadvantages, certain sporadic tours originating in southern and south west England greatly extend the marketing areas of tours into otherwise neglected areas. (Figure 3) Railtour origins were formerly more extensive until cut back to rely on connecting services during the fuel oil shortage in autumn 1979.¹⁵

CURRENT PROBLEMS AND IMPLICATIONS

A number of questions and ideas linking current problems and future implications are raised. Whilst the number of trains run, and particularly the need

for extra services to extend the spring SLOA CME/WME programme suggests a buoyant market, there are limits to its expansion. The 1980 BR LMR summer programme trains ran mainly with a profitable payload, except in the early and late weeks of the season. Clearly the weekday market depends considerably on the actual duration of the peak holiday period, and has been widened from almost exclusively railway enthusiasts to the broader family leisure market. The author suggests that a special family ticket might further expand this sector (in addition to half fares for children already available). If Draper's comments on the private preserved steam railways are applicable to BR's steam operations -

We have to remember that steam railways are a small part of the competitive tourist industry with a market that is unlikely to grow. There are a finite number of people in the British Isles who are prepared to visit steam centres and I would imagine that we are already close to the upper limits of that market¹⁶ -

then the 1981 programme may represent a peak number of services. However the main line services (particularly those on more scenic lines and with 'general interest' stops) may be more favourably placed in the broader tourist market than the short preserved line with its overwhelming emphasis on the railway itself. BR/SLOA services have also moved 'up market', from the original provision of 2nd class accommodation through the use of all 1st

class 1950s design coaches to the greater comfort of the SLCA Pullman train. Railway enthusiasts are an unreliable market. Increased numbers of stops greatly expand photographic opportunities, but many lineside photographers still follow steam trains by car. Other enthusiasts do travel on the trains but perhaps this can never fully allow photography of an express steam train at speed. Lineside photographers are an important negative issue. They benefit from the steam operations but contribute little towards their cost. Recently, national photographic competitions with high value prizes encourage enthusiasts to photograph rather than to travel.

Further major extension of the steam network and services appears difficult to justify in economic and operational terms. It is reported that two trial Speyside Express trains run in July between Perth and Aviemore made a loss. One editor suggests that BR Scottish Region failed to advertise these effectively¹⁷ and it is hoped that further attempts will be made to capitalise on the scenic advantages of this line. Nevertheless, BR evidence suggests that support for an intensive steam tour programme in Scotland is thin. Railway enthusiasts often suggest that London should be an origin of steam excursions - the most recent appeal strongly

advocates the attractions of a Marylebone - Stratford upon Avon service, utilising the Stratford - Hatton - Aynho Junction section of the already authorised steam route from Didcot.¹⁸ The scenic and tourist attractions of the Chilterns and Stratford are stressed, and Marylebone's freedom from frequent Inter-City departures and arrivals favours its choice as terminus. BR asserts the major problems of London termini include atmospheric pollution (although diesel power is by no means innocent in this respect), the distance from steam locomotive maintenance centres and the lack of suitable coaching facilities at Marylebone. Locomotives would need to be drawn from Didcot or Tyseley, and coaches from Birmingham. Other London termini are unsuitable for steam excursions because of heavy traffic flows and/or electrification, although occasional steam trains use Paddington for special events.¹⁹ Elsewhere there are relatively few possibilities except the extension of an already established route - for example, Manchester - Bolton could be extended through Wigan to Southport should Steamport centre, which is installing a turntable, become host to an approved locomotive.

Five further important factors will affect overall future policy towards steam traction on BR :

1. The rising costs of steam traction, administration

and marketing point towards a rationalisation of operations. A recent magazine editorial indicates the economic situation:

One of the points arising from the 1980 Railway Preservation Convention in Manchester was the uncertainty of a long term future for the continued operation of steam locomotives over the tracks of British Railways. Apart from the fact that such engines must be inspected and crewed by BR, where a nucleus of staff with steam experience was diminishing, the cost of complying with safety requirements has increased considerably as these have become more stringent. For example, the Health & Safety Executive recommends that steam locomotive boilers be retubed every seven years ... the London Midland Region requirement is now for retubing every five years with possible extension to seven, and a thorough internal examination of the boiler every six months. Mr George Hincholiffe, the Managing Director of the Steamtown Railway Museum at Carnforth, pointed out that retubing a Class 5 4-6-0 costs about £12,000²⁰ and if this was required every five years there was no way that such a huge sum could be recovered from railtour fares and private charters, unless passengers and charterers were prepared to pay considerably more than present rates. 21

Indeed, costs of steam operation are rising at a faster rate than inflation. It can therefore be expected that should steam tours continue despite these costs, operations will concentrate on regular timetabled trains run by BR and SLOA on a limited number of lines, although sporadic charter trains will continue in the short term.²² There are now two principal centres for steam operations - Hereford

with three locomotives, which with SVR (Bridgnorth) locomotives operate about 20% of trains, and Carnforth operating about 70% of trains. The remaining 10% are shared between the NRM (5%) and the other centres. BR investment in the training of steam footplatemen at York, and continuing LMR steam refresher courses, together with the installation of Scarborough turntable, are optimistic signs for the near future at least.²³

2. Increasing modernisation, if investment is forthcoming in the current national economic and political situation, may curtail steam running over certain lines, especially if electrified. In 1981 the withdrawal of remaining steam heated coaches on BR Western Region will prevent steam hauled tours originating in the region between September and March unless the SLOA Pullmans are used. Purchase of the dual heated Pullman train is a clear recognition of such problems as well as an attempt to increase comfort.
3. The increasing age of steam locomotives and the cost of their upkeep will in time probably considerably reduce the number available. Whilst variety may attract the enthusiast, the use of one locomotive, London Midland & Scottish

Railway 4-6-0 "Leander" for six consecutive Liverpool & Manchester Railway trains in 1980 did not reduce their patronage.²⁴ It therefore seems likely that it will be necessary for available funds to be channelled into the maintenance of a few reliable and well-known locomotives with broad public appeal - the "Flying Scotsman" is perhaps the most famous.

4. Problems of line availability are also crucial. Most of the authorised steam routes are secondary and rural, suffer from under investment in services, rolling stock, signalling and structural maintenance, and show an ever increasing gap between costs and revenue. The case of the Settle - Carlisle line where expenditure of over £4½m may be required to replace Ribblehead viaduct and where other major structures are similarly deteriorating is the most dramatic.²⁵ Such expenditure could not be justified for steam tourist trains alone and whilst the route carries considerable freight, the Dales Rail trains and, at present, Nottingham - Glasgow expresses (which are to be diverted via Manchester and the West Coast Main Line), this most attractive of the steam routes is at risk. The popularity of the summer CME services is noted above, and their loss could

adversely affect LMR steam operations and revenue. The new TPP route is interesting, but does not offer the same quality of natural scenery. Its Standedge line is littered with industrial relics and modern activity. Its use involves an Inter-City line, however, with regular express passenger and freight services, and thus contrasts with most of the other steam lines.

5. BR policy allowing steam train operation is in force until 1985. Any extension will be subject to much review.

CONCLUSIONS

The 1981 steam programme on BR lines is ambitious, extensive and imaginative, and the services offered to the tourist and to the enthusiast are much greater than in previous years, even in the period preceding complete dieselisation and electrification. The long term situation appears viable only if activities concentrate on the operation of regular timetabled trains on a limited number of long distance scenic routes with schedules allowing wide catchment areas (the CCE/CME concept) thereby reducing costs and increasing revenue to optima. Withdrawal of most sporadic excursions may result, leaving peripheral areas served by the private railways and steam centres, although they too are feeling growing economic

pressures.

This paper attempts to expand the brief and largely descriptive summary of steam railways and leisure by Grieskaw, in which only one short paragraph is devoted to BR lines.²⁶ A consideration of operating and marketing policy and practice reveals both a greater explanation of railway based recreational patterns and also major problems and challenges for the future.

ACKNOWLEDGEMENTS

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NOTES

- 1 The policy refusing access to BR lines for privately preserved steam locomotives is supported by Reynolds W.O., 'British Railways and the Steam Engine', J. Transport Studies Society (June 1971) 575. This paper is reprinted with answering notes opposing the steam ban in Railway Magazine 117 (1971) 578-580
- 2 RM 117 (1971) 523
- 3 Ibid 118 (1972) 292
- 4 Private preserved railways operating regular steam hauled passenger services are those shown to be operating a regular timetable in the Association of Railway Preservation Societies' Official 1981 Yearbook, Railways Restored (1981) and the BR Passenger Timetable 1981-1982 (1981)
- 5 As listed in ARPS, Railways Restored (1981)
- 6 Ward D.H., 'Main line steam '81 - new locomotives for the 1981 programme', Railway World 41 (1981) 179
- 7 Ibid
- 8 Steam World 4 (July 1981) 60-61
Rayner M., 'Main line steam '81 - the Eastern Region sponsored steam specials', RW 42 (1981) 179
- 9 Ward D.H., 'Main line steam '81 - the London Midland Region sponsored specials', RW 42 (1981) 177-178
- 10 BR/LMR leaflet, Getting steam up in 1981 (1981)
- 11 Williams A.F., 'Crossroads: the new accessibility of the West Midlands', 367-392 in Joyce F.E. (ed), Metropolitan development and change. The West Midlands: a policy overview (1977)
- 12 BR/ER leaflet, Steam up! (1981)
- 13 Rayner M., op cit
- 14 Thomson R.W., 'Royal Mail 150', RM 127 (1981) 82-83

- 15 RM 125 (Sept. 1979) xi
- 16 Knowles A., 'Preservation: a step too far?' - an interview with M. Draper, General Manager of the Severn Valley Railway, SW2 (May 1981) 16-17
- 17 SW 6 (Sept. 1981) 4
- 18 Steam World feasibility report, 'A steam route from Marylebone', Ibid 5 (August 1981) 47-49
- 19 The latest is 20 September when a shuttle service to Old Oak Common diesel depot's open day (75th Anniversary of the depot) was steam hauled from Paddington, using Didcot based locomotives.
- 20 A class 5 4-6-0 is one of the smaller main line locomotives (and therefore one of the less expensive to overhaul) authorised for use on BR.
- 21 RM 127 (1981) 53
- 22 Ward D.H., 'The Cumbrian Mountain Express - and the future of BR steam', RW 41 (1980) 482-490
- 23 SW 2 (May 1981) 5
- 24 Ward D.H., op cit, RW 41 (1981)
- 25 Wilcock D., 'Why Ribblehead is crumbling away', SW 1 (April 1981) 14-18
- 26 Grimshaw P.N., 'Steam railways : growth points for leisure and recreation', Geography 61 (1976) 83-88

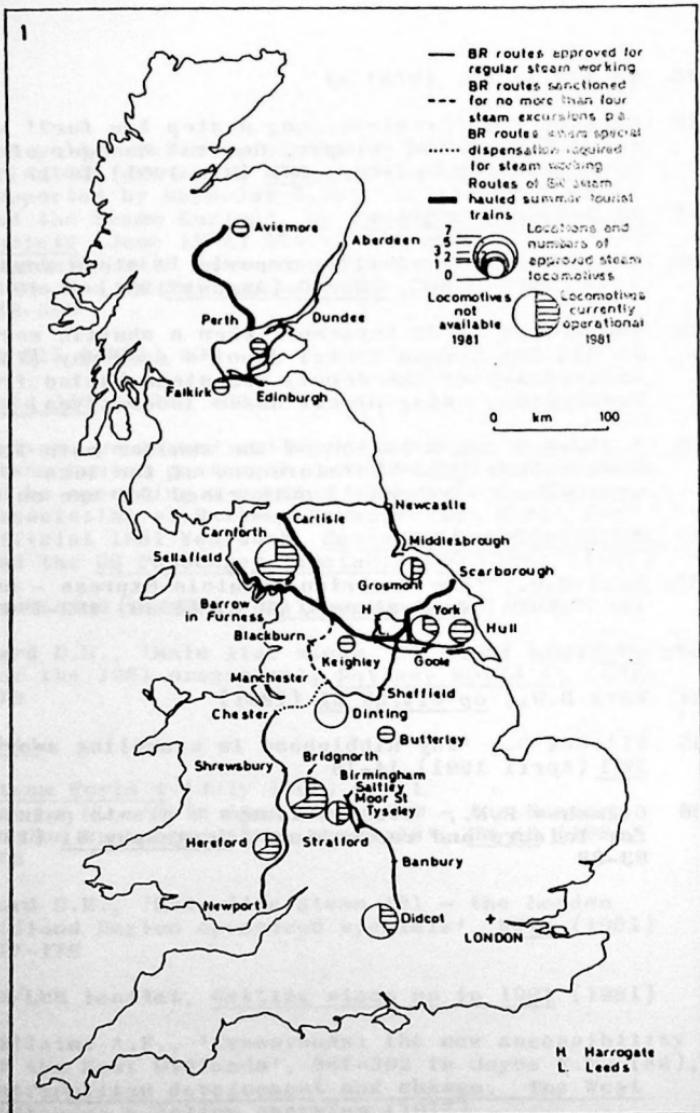


Figure 1 British Rail routes approved for steam working, 1981

2

- BR routes approved for regular steam working
- BR routes sanctioned for no more than 4 steam excursions p.a.
- BR routes where special dispensation required for steam working
- Preserved private railways operating regular steam passenger services
- As above - timetables included in BR 1981-82 passenger timetable
- + Major cities
- [Hatched area] Areas >60 km from BR steam route
- [Hatched area] Areas 40-59 km from BR steam route
- National Parks (England and Wales)
- [Hatched area] National Park Direction Areas (Scotland)



Figure 2 Elements of location and accessibility, 1981

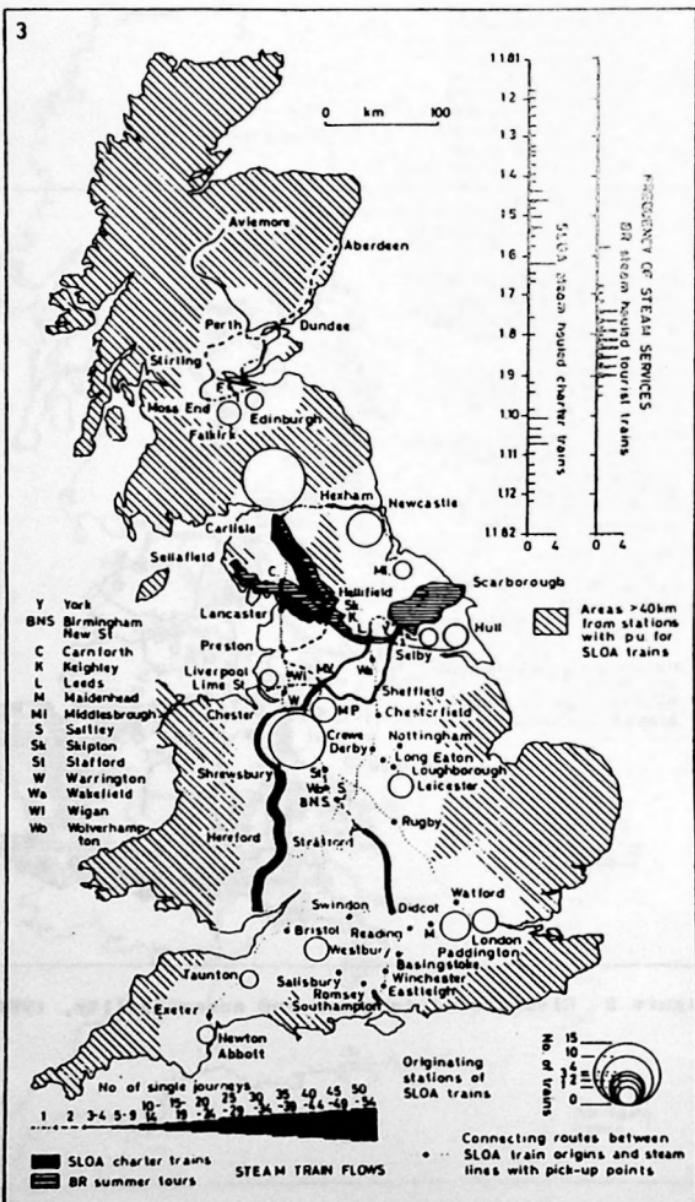


Figure 3 Steam services on BR lines, 1981

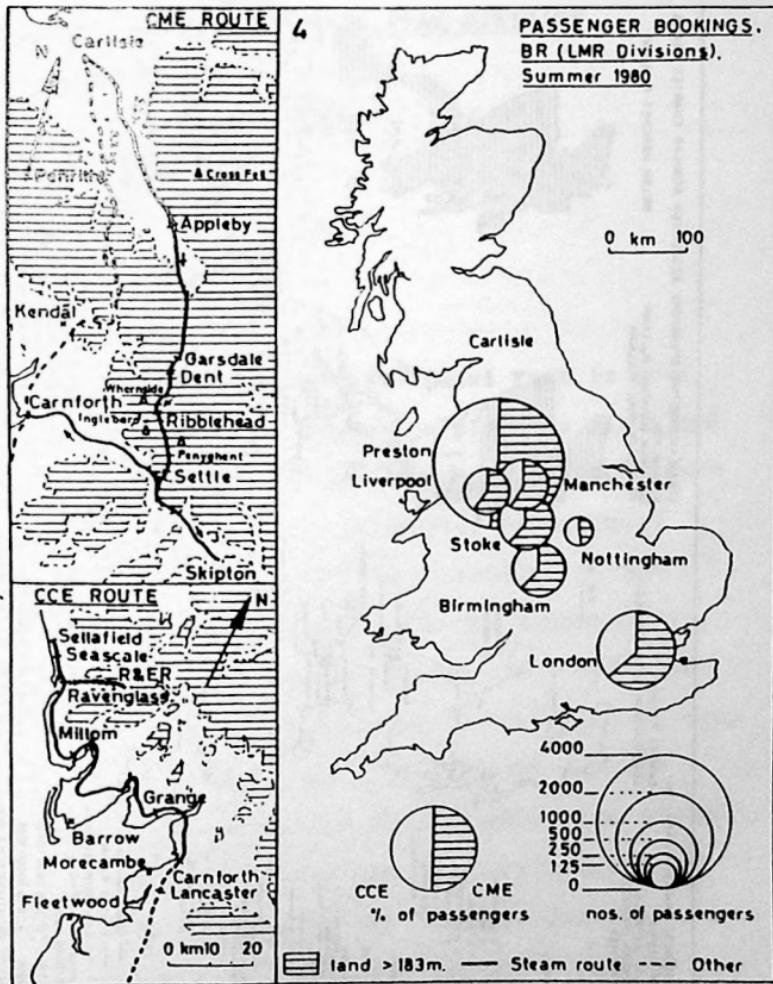


Figure 4 Cumbrian Coast Express and Cumbrian Mountain Express, 1980

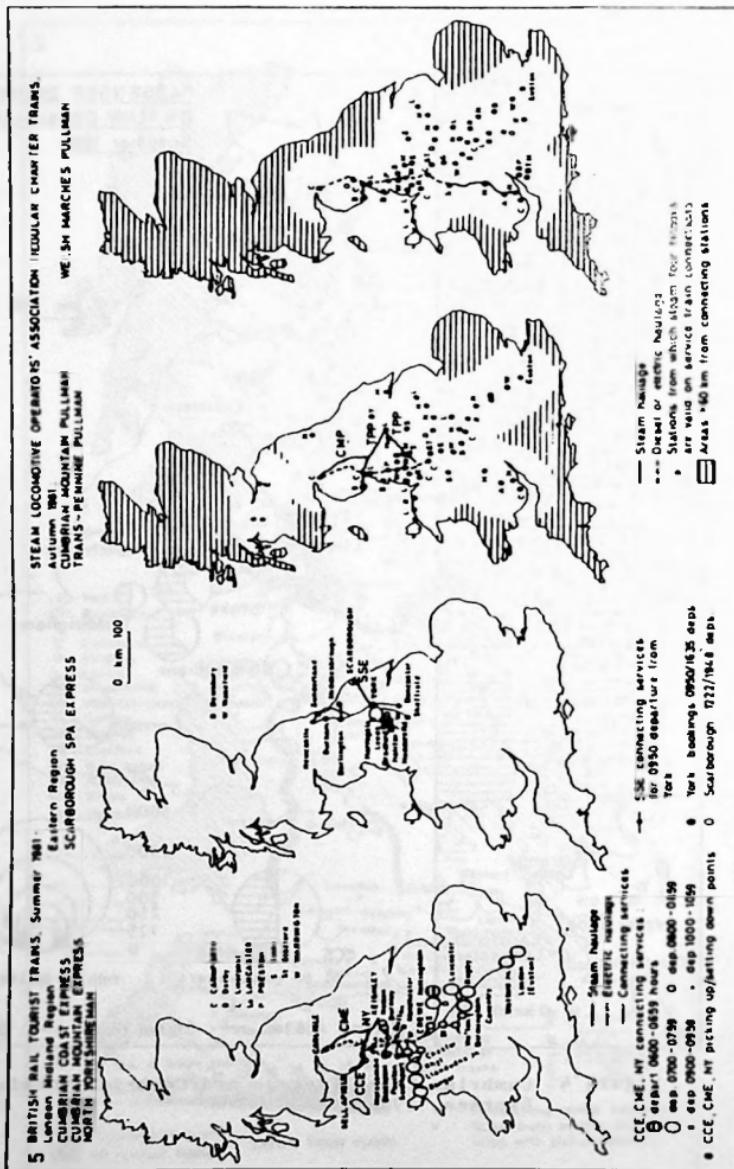


Figure 5 Regular steam hauled tourist and charter trains on BR lines, 1981

RECREATIONAL TRANSPORT IN THE PEAK DISTRICTNATIONAL PARK

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(Peak District National Park)

INTRODUCTION

To most people, the Peak National Park is just an area of spectacular scenery, a place to visit and hopefully, to enjoy. It was the first of Britain's ten National Parks to be established under the National Parks and Access to the Countryside Act of 1949, the first meeting of the new authority being in 1951. The reasons for the Peak District being singled out as the pioneer for British National Parks are not difficult to find, for the Park is surrounded by the most heavily populated area of any British National Park (and probably any foreign one as well). When the Structure Plan was being formulated it was estimated that within a 50 mile radius of the Park boundary lived 14.25m people and their 3m cars. This is now likely to be in excess of 16.33m people and 3.5m cars. (Table 1)

TABLE 1 POPULATION AND CAR OWNERSHIP IN THE PEAK REGION

Number of Persons

Year	Number within 30 miles radius of PP boundary (millions)	Number within 50 miles radius of PP boundary (millions)
1961	8.239	15.762
1971	8.356	16.258
1979*	8.410	16.364

Number of Cars

1961	0.731	1.307
1971	1.501	2.989
1979*	1.813	3.610

* National estimates from Annual Abstract of Statistics

The Peak Park is a unique authority in a country noted for the setting up of ad hoc bodies when all else fails. Membership is drawn from six County Councils (with some district representation) plus a third of the membership nominated by the Secretary of State for the Environment. Being so hemmed in between the cities/towns the Park tends to be on the fringe of everything so deals with, for example, six County Highway Authorities, nine District Councils, three PTEs, four Tourist Boards, four Planning Regions, three Road Construction Units and four Divisions of British Rail.

The Peak District Planning Board's statutory role is the conservation and enhancement of the

natural beauty of the area and the promotion of the enjoyment of the area. These two can easily be in conflict. It has been a natural playground of the surrounding urban areas for decades. The clashes which took place in the 1930s between hikers, demanding freedom of access to the moors of the Peak, and the gamekeepers and landed gentry who regarded the moorlands as their sole prerogative, to be reserved for the chosen few and for the grouse, clearly illustrate early conflicts of use.

Another consequence of the city encirclement is that the Park is criss-crossed by trunk and principal roads. Frequently these are the most direct, if not the easiest, routes between major centres of population. Here one thinks immediately of the furore which surrounded proposals in the 1960s and 70s for a new route - a motorway through the Peak Park - between Sheffield and Manchester.

Mercifully this has not come about, but it indicates that traffic problems in this National Park are not solely or even mainly confined to recreation.

There are the problems of how to cater for cross Park traffic and of heavy goods traffic, particularly that generated by the minerals industry. Here again, it is important to remember that the Peak District is a working unit, not a countryside museum for 'townies' to come and 'gawp' at.

However, an obvious problem caused by the proximity of the towns/cities is their increasing use of the Park for recreation purposes, a usage not always compatible with the Park's principal conservation role.

The very closeness of the towns means that, unlike some other British National Parks, the vast majority of our visitors are day trippers rather than staying visitors. Surveys carried out for the Structure Plan and National Park Plan in 1971/2 indicated that there were between 16m and 17m day visitors p.a. as against 850,000 visitor nights spent in the Park (though the latter figure excludes rented cottages/houses etc. and people staying with friends and relatives). Comparative 1980 figures would seem to be in the order of 19.25m day visitors and 1m visitor nights.

This overwhelming preponderence of day visitors means that most recreation trips to the Park are made at weekends, and particularly Sundays. Indeed most major roads in the Park experience their peak hour between 4 and 5 p.m. on a Sunday rather than on an ordinary weekday. For the rest of the time, the road system is relatively lightly trafficked.

Of the class A roads on which the Board keeps regular counts, the heaviest trafficked is the A6 (T), just south of Bakewell with an average daily

flow ranging from 6,500 to 6,700 over the four years 1977 to 80. By comparison the average daily flow on the same road at Allestree (Derby) was 11,900 and at Dove Holes (Buxton) was 7,500. The A6 north of Bakewell shows a flow of less than 6,000.

(Table 2, Figure 1)

It follows from this, that the problems associated with recreation transport are, with a few notable exceptions, confined to Sundays and Bank Holidays. The exceptions are those recreation sites of national importance, or where the associated recreation activity takes place on a day other than a Sunday. In the former category are Dovedale, Chatsworth House and Park and the Castleton Caves, whilst in the latter group, Bakewell with its market is a clear example.

Surveys of the characteristics of day visitors indicate that some 14% simply drive around and never stop at all (unless interviewed). Of those who do stop, 47% stopped for less than thirty minutes each and their stops were variously described as viewing the scenery or 'convenience'. Some 15% of stops, averaging 1.5 hours, encompassed a wide range from visiting garden centres to visiting friends and relations; 27%, with lengths of stay averaging two hours, were indulging in some form of active recreation - walking, climbing, etc.; the remaining 11%, with length of stay of over two hours, were

TABLE 2

(a) Average Daily Traffic Flows

Average Daily 24-hour Traffic
Flow
(vehicles in both directions)

Road	Site of Count	1977	1978	1979	1980
A6	Bakewell (Haddon Road)	6,490	6,720	6,520	6,640
A515	Fenny Bentley (south of B5056)	4,190	4,240	3,990	4,200
A628	Crowden	3,190	3,500	3,520	3,610
A624	Chinley ("Crown & Mitre")	3,840	4,140	3,980	4,380
A623	Chapel (Barmoor Clough)	3,970	3,760	4,040	4,060
A625	Chapel (Slackhall)	1,430	2,130	1,390	1,570
C96	Edale (Barber Booth)	590	610	540	600
B5053	Onecole (South Side)	870	890	870	950
A537	Walker Barn ("Setter Dog")	1,950	1,930	1,920	2,050
A625	Fox House (East Side)	4,140	4,260	3,790	3,960
A54	Cleulow Cross	-	1,010	960	1,060
A635	Greenfield (Dove Stone)	-	1,800	1,680	1,930

Note: These reflect roadworks and road closures, particularly in the northw~~est~~ part of the Park, e.g. the A628 flow was affected by roadworks on Nine Arches Bridge in 1977, and closures of the parallel B6105 in 1978 and 1979. For comparison purposes, the 1978 average daily traffic flows on various roads outside the Park were as follows:

A38 Findern : 22,900; A61 Clay Cross : 9,200; A6 Allestree : 11,900 ;
A6 Doveholes : 7,500

(b) Recreational Traffic across the Park Boundary

Total cars (in both directions) in
thousands of cars

Month	1977	1978	1979	1980
January	402	438	143	594
February	796	710	417	1003
March	1033	1242	917	1367
April	1655	1546	1826	2038
May	1920	2144	1944	2236
June	1967	1867	1840	1875
July	2278	2287	2152	2144
August	2301	2560	2477	2520
September	1602	2087	1902	1953
October	1291	1840	1750	1353
November	804	1235	1004	1096
December	667	493	593	760
Annual Total	16716	18446	16965	18939

Source: Peak Planning Board

visiting specific recreation features like stately homes and caverns.

PROBLEMS OF RECREATIONAL TRAFFIC

Irrespective of length of stay, or type of activity the problems caused by this influx of recreational traffic are similar and are threefold:

1. Congestion on access roads, many of which are unsuitable for the volume of traffic now desiring to use them. The results are delay and frustration and conflict with other road users, particularly pedestrians and cyclists.

2. Parking problems, where the recreation motorist en masse can create a rural version of downtown Los Angeles, which is scarcely conducive to the statutory role of the Park to conserve and enhance the natural beauty of the area. For instance on a peak summer Sunday 1,000 cars are regularly parked within 0.5 mile of Dovedale stepping stones whilst in Bakewell on a summer Monday market day upwards of 1,200 cars can be found parked within 0.5 mile of the town centre. Alternatively the motorist abandons his vehicle anywhere, in gateways for example. It is also amazing how traffic signs mean something entirely different in the countryside and how the double yellow line, which is well understood in central Sheffield or Manchester, is not believed or is ignored in central Edale or Castleton. It may

also be thought that these problems are peculiar to summer Sundays but this is not entirely true, as there are areas with an all year round attraction even in winter conditions and obviously, if the road is already reduced in width by snow, then roadside parking becomes even more of a problem to other road users than at other times.

3. Associated problems at the sites where visitors congregate include particularly erosion - to verges, paths, even rock faces, litter, which can be both unsightly and dangerous, and other forms of damage to property, crops and livestock.

PLANNING OPTIONS

It is suggested that a number of options are open.

1. Accommodating the visitor where he/she wants to go is the first option and effectively this involves accepting that the visitor knows best and providing a means for him/her to better enjoy his/her choice. This may mean accepting road improvements which would not otherwise be thought necessary. It will certainly mean more and bigger car parks, surfaced footpaths and more litter collection. It means, ultimately, a suburbanisation of major parts of the National Park.

2. The creation of intervening opportunities between the surrounding cities and the Park has, to

a certain extent been achieved, irrespective of any action by the Board, with the creation of country parks around the urban areas or by the opening of large scale visitor attractions, for example, Crich Tramway Museum. However the figures of visitors coming to the Park seem to indicate that the effect of these interventions has been very limited, and has probably been swamped by increasing car ownership and usage. Also the Structure Plan surveys established that only 38% of respondents would use such facilities. Moreover in Sheffield's case there is little scope for such a policy on the main approach routes to the Park.

3. The creation of alternative attractions in the Park itself is an option based upon the assumption that many people come to particular areas in the Park because those areas are household words, for example, Dovedale, Castleton, Edale, and that, if sufficient information could be disseminated, the visitor load could be spread and the pressure on the main areas reduced. It is only fair to say this is not universally acknowledged as being the right and proper thing to do. Nevertheless the Board has been instrumental in developing such facilities, particularly the Tissington and High Peak Trails, former railway lines, now popular walking, cycling and riding routes which probably carry more

passenger traffic than they ever did as railways. Similarly the Board has played a part in the establishment of scenic routes. The Routes for People scheme, an extensive traffic management project covering all types of traffic in a fifty six square mile area, included such a scenic route which is pleasant without being spectacular, has small discreetly sited car parks from which radiate waymarked walks, backed up by effective site information and leaflets. Other attractions include cycle hire centres and guided walks and the Board has been actively promoting staying visitor accommodation.

4. Finally in this series of options is the mailed fist - traffic restrictions - though usually the fist is hidden in a velvet glove of publicity - better car parking provision and waymarking of walks. The Peak District's pioneering Goyt Valley Scheme with its road closures and its minibuses, hailed in its day as a major step forward, has been extremely difficult to reproduce elsewhere. It is only this year that a similar scheme has been implemented around the Derwent Dams. Prerequisites for success seem to be a very limited number of residents or exempted users on the road to be closed to recreational traffic, a very limited number of access points to the area (the Derwent has one, the Goyt three) and no major

recreational enterprise affected adversely. Attempts to apply the same ideas to Castleton and Edale for instance have floundered on the twin rocks of Legitimate Exemptions and Commercial Considerations.

However, the application of traffic regulation has not halted. The County Councils, as highway authorities, have introduced various waiting restrictions in popular recreation villages usually in co-operation with the Board, and have introduced restrictions on certain types of vehicle in areas where unrestrained access was proving detrimental to free and safe traffic movement, to the environment and to other non-motorised road users. The chief 'victim' has been the heavy lorry, now restricted over large areas of the Park. These restrictions frequently apply to coaches too. Specific coach bans have been applied in some cases where the roads are totally unsuitable, and one or two areas have seen all motor vehicles banned and no minibus replacements.

PUBLIC TRANSPORT AND ACCESS

Attempts to tackle the problem at source, i.e. to try to encourage visitors to leave their cars at home and come into the Park by public transport are aided by proximity to major cities and their public transport systems. In spite of repeated cuts and changes in political direction on public transport,

the Peak District enjoys a level of public transport provision which most other National Parks would probably envy. Services run from every major surrounding town/city into the Peak, in some cases very frequently, for example, Matlock - Bakewell has a half hour frequency, Chesterfield - Bakewell an hourly frequency. Moreover, there are twenty five operators, six County Councils, and nine Districts involved. Fares in the park range from amongst the lowest in the country - SYPTE fares - to amongst the highest - Trent. The Peak Board's role in this melee is try to ensure that services to the key recreation areas and at the key times are maintained. Thus, at a time when Sunday services generally are being whittled down, the Board has supported their retention and even improvement, and has sponsored new routes to ensure that all major recreation areas have public transport access. The Board has also sought to ensure that information about public transport is more widely disseminated. It has produced leaflets covering public transport services throughout the Park which are distributed through information centres, libraries, hotels and Post Offices.

Though the financial contribution of the Board is small (£22,500 in 1981) by comparison with that of the County Councils, or even the Districts, it is

sufficient to ensure a continuation of a basic service network on Sundays. However the impact made on recreational car usage is small: it is now reckoned that 20% of the Peak District's visitors use public transport.

On purely financial criteria too the services sponsored by the Board do not pay their way, though each is expected to cover at least 50% of its operating costs. Their performance is constantly monitored to ensure this level is maintained. Nevertheless, the major proportion of the money expended by the Board on public transport goes, not on services directly put on at the Board's behest, but on general support for the Sunday service networks operated by the various companies. £15,000 covers all Sunday services between Sheffield - Castleton, Sheffield - Bakewell, Sheffield - Stoke, Chesterfield - Matlock via Bakewell, Chesterfield - Manchester, Baslow and Tideswell, Derby - Macclesfield via Ashbourne and certain Saturday services between Ashbourne - Buxton and Buxton - Macclesfield. This is good value particularly as on average these services cover some 80% of their operating costs and in some cases actually break even over the course of a year.

Although the Sheffield - Manchester line traverses the Park and carries a local service,

the Board is not involved in this service financially other than through publicity. However, recent developments have resulted in the local BR management running excursion trains between Buxton and Sheffield. These are being studied closely to see if they can cater for a more general recreational demand.

THE FUTURE

The Board has systematically monitored recreation traffic movement since 1976 and there has been a small overall growth though less than natural trends would have indicated. (Table 2) There appears to have been a reduction in recreation traffic in 1981 though this is not so far corroborated by figures taken since the better part of the summer started. If there is a reduction it is doubtless due in part to the general recession and in part to rising fuel costs, rather than a sudden change in attitudes with regard to the Peak District. What is interesting, however, is that there should be any decline at all. There is always a fear that in an era of rising fuel prices and restraint on recreation motoring the Peak District, being so close to the towns/cities, would paradoxically see an increase in use because of its very accessibility. If, as seems likely, this is not happening, it would be interesting to compare figures from other recreation areas to see

if the decline is uniform across the country.

Beyond the recession and towards the £3 gallon (and beyond) there seems no sign of the tide of private motoring turning. It may be faltering, but not turning. It is unlikely that motor companies will let private motoring slip very far or for very long. Rather they are likely to ensure the future of the private car - in whichever form and however powered - and the recreational traffic problem, possibly in an even more virulent form. The Board is planning on this basis with its opening of the new Monsal Trail, its consideration of further traffic management schemes, its commitment to alternative public transport and its active consideration of a scheme to reopen the Buxton - Matlock railway line. It is considered that a voluntary increase in leisure time is bound to occur within the next fifteen years, spreading the problems associated with recreational traffic over other areas of the Park, into other recreational activities, into other times of the week.

PEAK DISTRICT NATIONAL PARK

Source: Peak District National Park Guide
No. 3 (HMSO 1971)



10

MOBILE CARAVANNING IN THE PEAK DISTRICT: PATTERNS OF OCCUPATION AT LOSEHILL CARAVAN CLUB SITE AT CASTLETON

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INTRODUCTION

Although touring by caravan dates from the pioneer phase of private motoring, levels of van ownership were very low until the rapid increase in private usage which occurred after 1960. Most recreational trips involve the use of the car alone as a means of transport but the practice of towing camping and tent trailers and caravans has attracted growing numbers of motorists and is associated with a stay of one or more nights away from the home base. The touring caravanner is now a significant participant in leisure and recreational activities throughout Britain and can create and experience the same problems as the solo car in respect of congestion on access roads and demand for facilities at centres of recreational attraction.

A limited amount of information on patterns of caravanning in Britain is now available and in many instances surveys have been commissioned in order

to provide data for tourist boards and district authorities concerned with planning for future demand. In their 1971 study of the touring caravan in Scotland, commissioned by the Scottish Tourist Board, Owen and Duffield sought to obtain data on which the Board could base its policy for caravanning in a region which attracts a large volume of vans in summer.¹ Attention was directed towards two of the major aspects of caravanning, namely the volume and distribution of traffic and the characteristics of the holiday patterns involving touring vans. Various survey techniques, including traffic counts, roadside and postal interviews were employed and travel patterns were established by recording regions of origin, areas visited whilst on tour in Scotland and details of site visits.

The demand for additional sites generated by the growth of touring has created many problems for authorities concerned with planning policy and strategy in areas of high recreational attraction. This paper presents a preliminary analysis of site occupation in one such area, the Peak District, with an emphasis upon the spatial links between the caravan site and home-bases of users, a connection which Owen and Duffield rightly regard as one of the most relevant and interesting aspects of the geography of recreation.

THE PROVISION OF TOURING CARAVAN SITES

The informal farm-based sites, which met the requirements of touring caravans in the first half of this century, still function as an important component of the contemporary site network and this has been recognised under the 1960 Caravan Site and Control of Development Act which allows organisations holding Certificates of Exemption to approve the use of land, exclusively for its members, for up to five caravans at a time. In a questionnaire conducted by the Caravan Club in co-operation with the Hatfield Polytechnic in 1979, 35.9% of the members surveyed placed these 5-van sites (certificated locations) as their first choice and 23.5% as their second choice. This compared with 45.7% and 38.1% for the fully developed and managed Club sites. Apart from the attractions inherent in the less formal scale of operation, one advantage of certificated locations is that they remain open throughout the year whereas many purpose-built caravan parks are available only from spring to late summer.

The growth of caravan ownership and use has stimulated an expansion of the network of sites developed specifically to accommodate touring and static vans although the proportion of touring pitches available at many sites is in the minority. Sites designed exclusively for the mobile caravanner

have been established by local authorities, by organisations with strong interests in recreational areas such as the Forestry Commission, the National Trust (for Scotland) and National Park boards and by some commercial enterprises, often in association with activities such as trekking. The Caravan Club, founded in 1907 and devoted solely to the interests and requirements of the touring caravanner, has also made a significant contribution to the provision of sites in Britain.² In the early 1960s members had access to about a dozen Club sites but the rise in the popularity of caravanning holidays, reflected in dramatic increases in Club membership, has promoted the growth of the network to 127 sites by 1978, with a notably rapid expansion in the 1970-75 period during which forty six additional sites were established or acquired from other owners and operators. This network provided over 11,300 individual pitches for vans in 1978 and many sites, such as Losehill, also offer facilities to non-Club members when space is available. The Club has also secured the exemption under the 1960 Act for over 3500 Certificated Locations, principally at farms, adding about 17,500 pitches to those provided at the larger sites. Club members are also given details of those commercial and local authority sites which, although

normally catering primarily for static vans, do set aside some space for touring caravanners.

Planned to cater as effectively as possible for the needs of the mobile caravanner the present network of Club sites is a close reflection of the distribution of the major areas of recreational attraction. The characteristics and amenities of each site are described in the Club directory and this information, combined with the location of sites with respect to the national road network and major tourist areas, enables a general classification to be drawn up, although in many cases a particular centre may be placed in several categories. Nineteen sites for example are situated within or on the periphery of a National Park and, as befits a nation whose leisure patterns can trace much of their origins to the traditional seaside holiday, 35% of all Club centres are coastal, associated either with large resorts such as Weston-super-Mare or Southport or occupying more remote situations, especially in Scotland. A slightly lower proportion of sites serve the interests of touring caravanners visiting Highland Britain, Losehill being one of several centres which have been established in National Parks of a primarily upland character.

The Losehill site at Castleton has been selected for a detailed analysis of occupancy patterns

because of its position in an area of great attraction to many different types of visitors and where summer demand for accommodation frequently exceeds supply. Weekend stays of persons with homes in the neighbouring conurbations of Greater Manchester, South and West Yorkshire, North Staffordshire and Nottingham-Derby form a significant element in the overall recreation pattern of the Peak District and a substantial number of these visitors make use of caravan and camping facilities.

The pressures on this type of accommodation stimulated a Joint Study, began in 1978 under the auspices of the Peak Park Planning Board, of caravan and camping sites as a guide to future policy on planning for this type of recreation in a region where proposals for the creation of new or the expansion of existing facilities can often raise sensitive issues in terms of environmental considerations.³ Completed in 1980, the study showed that by 1978/9 the National Park contained forty nine sites catering for a combination of static and touring caravans and tents, with twenty of these open solely for tourists. A further forty eight farms had been designated as Certificated Locations, each offering five pitches to Caravan Club members. Of the twenty touring van parks the three largest

are the Caravan Club sites at Castleton and at Ilam, north of Ashbourne, with ninety five (including twenty tent pitches) and fifty five pitches respectively, and a commercial seventy five pitch site near Fenny Bentley in the West Derbyshire District. Most of these touring sites are located in the Hope Valley and around Ashbourne, Bakewell and Matlock but the smaller Certificated Locations have a much wider distribution. Taking the latter together with the two main centres at Losehill and Ilam, Caravan Club members were in 1978 provided with 52% of all available touring pitches in the Peak Park, this share falling to 27% if the Certificated Locations are discounted. The Ilam Hall site, adjacent to the Ilam Country Park and close to the Dove Valley, was opened in 1962 and is available only to Club members whereas Losehill, dating from 1971 as a Caravan Club centre, is owned by the Peak Park Planning Board and also offers pitches to non-members and tent campers. Other facilities in the Hathersage-Hope-Castleton area include nine static caravan sites and a further seven sites with accommodation for caravans and tents.

PATTERNS OF OCCUPATION AT LOSEHILL SITE

Data on the occupation of sites by touring caravanners varies widely in its detail, availability and suitability for geographical

analysis. Most commercial sites maintain registers with visitors' addresses and lengths of stay but in other cases the only information available relates to numbers present based upon the issue of receipts for site fees. The only comprehensive data relating to a nationwide network of touring sites is that obtained by Caravan Club wardens, who are required to record home addresses, arrival and departure dates, lengths of stay and party composition of all users. Data of this nature from the Losehill register for 1978 is used here to analyse patterns of occupancy with particular reference to the distribution of users' home bases.

Mobile caravanners pursue a variety of different recreational patterns but it is possible to recognise three broad categories on the basis of length of stay at an individual site and, to a lesser extent, dates of arrival and departure. The original practice of touring from site to site with a stay of two or three days at each is still a popular holiday pattern for many caravanners. Few difficulties in respect of unavailability of pitches are encountered by tourists travelling out of peak season but in July and August many of the more popular sites find it essential to operate an advance booking system and few if any pitches are left for the casual caller. In many instances sites are often fully

occupied at the weekend, leaving Monday-Thursday period as one when the tourist is more likely to secure a pitch without prior notice of arrival.

A second category, weekend caravanning, has achieved great popularity and is concentrated upon sites such as Losehill which are within easy access of large population centres. A forty mile radius from Losehill encompasses the Metropolitan Counties of West and South Yorkshire and Greater Manchester, and the conurbations of North Staffordshire and Nottingham-Derby, bringing the touring caravanners from a total population of over seven million within a ninety minute drive of the site. Sheffield in particular is only fourteen miles from Castleton and has traditionally been the supplier of the largest numbers of visitors to this area of the High Peak.

Finally there is a category of caravanners where the touring interest is at a minimum and whose vans are used primarily as a holiday home as an alternative to other varieties of accommodation. One particular site will be occupied for one or two weeks and there is evidence that little use is made of the caravan at other times of the year.

All three patterns of site occupation may be identified at Losehill, with the one reservation that no information is available on whether members have come directly from or are bound on departure

directly for their home bases. A comprehensive examination of the part played by Losehill within the overall touring patterns of site users would require a survey of individual Club members and such a study will form part of the second phase of this investigation.

Percentage occupancy rates of Club sites, calculated on the basis of the number of available pitches actually taken up during the season, ranged in 1978 from 8 to 90% with an average of 43%. Several of the larger coastal sites in Southwest England achieved rates of over 70%, but inland Losehill (with 60%) was one of only six sites with rates of 60% or more. Average length-of-stay figures for the 1978 season varied between 1.6 and 8.8 days and both Losehill and Ilam Hall sites, with 3.5 days, were close to the national average of 3.8 days.

In 1978 a total of 3008 towed and motor caravans used the Losehill centre, Caravan Club members accounting for 79% of these registrations. Information on non-Club users is available but has been omitted from the analysis in order to allow the Losehill results to be compared with occupation patterns of other Club sites which are exclusive to members. Records thus relate to 2379 Club members but the illegibility or inadequacy of the

description of home bases by many occupants reduces this total by 9% insofar as suitability for this analysis is concerned.

The 1978 season at Losehill opened on the 22nd March and finished on the 29th October; it included thirty two weekends, of which four were extended with the addition of Bank Holidays at Easter, in late April and late May and in late August. Details of the 2155 site register entries were tabulated according to weekend (Friday and Saturday) and weekday arrivals and the analysis of home base distribution has been made initially at the administrative county level. Given this division of the touring season the largest number of registrations was recorded during the late April-early May Bank Holiday weekend, the total of sixty nine comprising all two and three-day stays beginning on the Friday and two-day visits commencing on the Saturday. A similar total was achieved a month later at the Spring Bank Holiday weekend and a third peak occurred in late September.

Weekday registrations varied from five in mid-April, following the Easter holidays, to fifty eight in mid-August and in total accounted for 44% of all visits, underlining the significance of Friday as the start of both weekend stays and longer term visits in July and August. Weekend

occupations, defined as a two-night stay beginning on a Friday, are linked with a distribution of home-bases which underlines the status of Losehill as a recreational centre for caravanners resident in neighbouring conurbations. At weekends before June and after August this category of weekend stay frequently accounted for over 50% of all Friday registrations and increased to a maximum of 87% at the late April Bank Holiday. The significance of weekend caravanners resident within a forty mile radius of Losehill is also at its greatest during these off-peak periods of the season.

During every weekend from the start of the season to the end of May and, with one exception, from late August to the closing of the site these local visitors represented at least 50% of all weekend stays and accounted for over 80% at four weekends. The distribution of home-bases for all registrations on the 12th/13th May indicates the importance of this locally-based patronage of Losehill, with thirty four out of fifty three arrivals being drawn from a forty mile radius catchment.

During the June-August period these weekend stays of local provenance are displaced by an increase in numbers of longer-stay visitors from other parts of Britain. In one July weekend only

six out of thirty five Friday arrivals were for weekend stays but five of these six were locally-based.

An examination of the significance of weekend visitors by county of residence indicates that in the cases of Greater Manchester, South and West Yorkshire, Cheshire, Derbyshire, Leicestershire and Nottinghamshire at least 70% of all visits to Losehill from these counties began on Friday evenings. A certain unknown proportion of these weekend stays may have been incorporated within a more extensive caravan tour but evidence from wardens indicates that the majority of visitors had travelled directly from their home-base.

Stays at Losehill of seven days or more reached a maximum frequency in June, July and August, the largest number of caravans in this category being drawn from East Anglian counties, a lowland region where the attraction of the Peak District is perhaps more influential than in other parts of Britain. In the case of more distant counties such as Tyne and Wear, Cumbria, Cornwall and Hereford stays of seven days or more at Losehill represent at least 30% of all visits and many of the remainder are of two or three days' duration made at mid-week as part of extended tours.

underline the contributions made by visitors from these more distant counties to the pattern of longer stays. Fifteen visits registered at this time were for seven days or more and many caravans originated in south-east or north-east England. Although of importance during the peak holiday months these stays of seven days or more only accounted for less than 3% of all registrations at Losehill in 1978 but fifty four of the sixty one visits of this type involved journeys of at least 100 miles from home-bases. Losehill therefore is of only limited significance as a long-stay centre and its attractions in this respect are mainly for caravanners in the south and east.

The general increase in demand for weekend and longer-term stays at popular centres such as Losehill has imposed severe limitations upon the activities of what may be described as the true touring caravanner, who can now no longer be assured of a vacant pitch during the peak season. During the 1978 season at Losehill demand for space was so high that one in six applicants were unable to secure pitches during certain periods in May, June, July and August as a result of advanced bookings. Many of the two or three-day visits are begun in mid-week when opportunities for casual callers to obtain a pitch are higher. At Losehill such two or three-day

visits form the majority of all short-stays by tourists originating from the more remote counties of southern and north-eastern England. There is thus some association between the category of touring caravanning and that of the seven-day plus visits in that both involve persons whose home-base is frequently at least 150 miles from the Hope valley. The period Sunday to Thursday 13th-17th August for example, yielded sixty seven registrations of which sixteen, including eleven from south-east England, were for stays of seven days or more. Of the twenty eight visits comprising a one-or two-night stay only three involved home-bases in counties adjacent to Derbyshire and the remainder typified the touring caravanner drawn from all parts of Britain.

CONCLUSIONS

The pattern of occupation of touring caravan pitches at Losehill is dominated by what may be described as a base-load of weekend stays chiefly associated with visitors from neighbouring conurbations. These visits are maintained throughout the season and are frequently responsible for the occupation of a high percentage of the total number of pitches at weekends. Other stays of up to three nights' duration made by caravanners drawn from much further afield are also common throughout

the season and during the peak summer months longer stays complement these two patterns.

Demand for weekend pitches remains high between Easter and late September and in July and August pitches at any time can often only be secured by advance booking. Only during weekdays before late June and after August is room more freely available and these slacker periods are responsible for the overall 60% occupancy rate at Losehill.

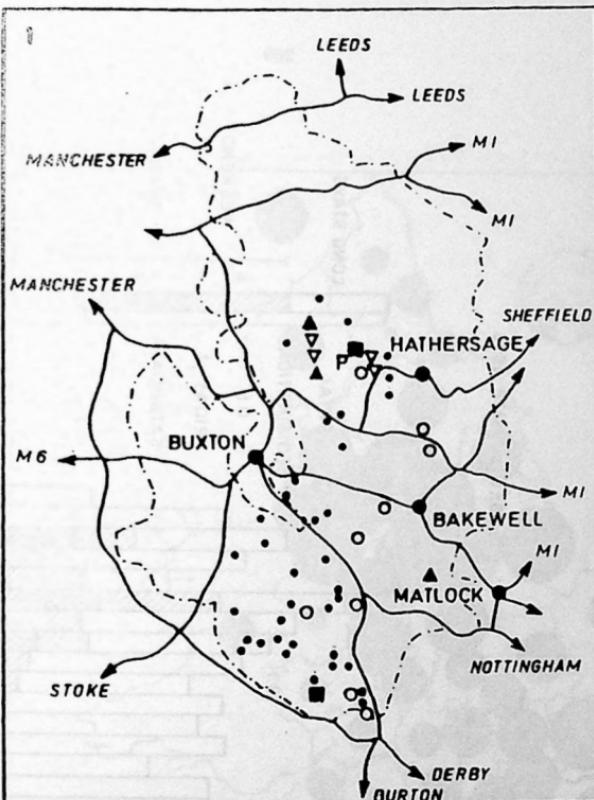
The Peak Park Planning Board's Joint Study report issued in June 1980 examined the demand and supply aspects of touring caravanning within the Park and in adjacent rural areas. Its objectives were to prepare short-term policies for accommodating campers and caravanners and to suggest areas where additional facilities might be provided to meet the growing demand. It was recognised that provision of new sites for touring caravans in particular must consider access from the main road system as well as the more general problems of the Park's environment. The most favoured areas for new sites within the Park are the Derwent Valley between Rowsley and Hathersage and, on its margins, areas centred on Ashbourne, Rocester and the Churnet Valley. A broad zone covering much of the southern half of the Park has also been identified and here any application for a new site would be considered

on its merits. Between initiation of the study in 1978 and its completion some ninety additional pitches for vans have been provided, including sixty at Blackshaw Moor, near Leek, on a site developed by the Planning Board and managed by the Caravan Club. The demand for pitches, especially from weekenders at Bank Holiday time, still represents a critical problem however, and the Study suggests that arrangements for emergency temporary sites might be considered by organisations such as the Caravan Club.

This analysis of records at Loschill provides a guide to the complex patterns of usage of sites in the Peak District by touring caravanners and the planned extension of the study to other caravan sites in the Park will aid the eventual preparation of a comprehensive picture of the recreational habits of adherents of one of the country's most popular and rapidly developing leisure activities.

NOTES

- 1 M.L. Owen and B.S. Duffield, The Touring Caravan in Scotland, Scottish Tourist Board, 1971
- 2 A Mass Observation study cited by Owen and Duffield estimated that 29% of all caravanners were Club members in the late 1960s
- 3 Peak Park Planning Board, Camping and Caravanning in and around the Peak District, 1980

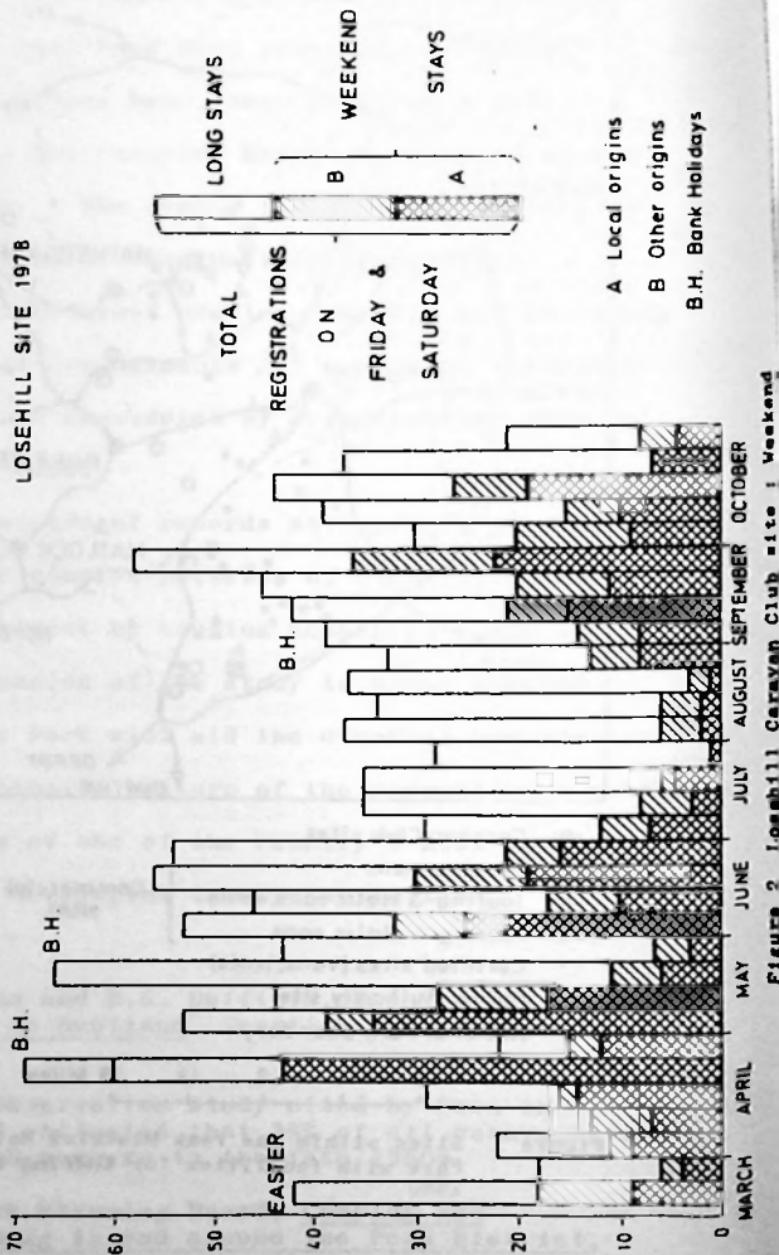


- Caravan Club sites
- ▲ Touring vans
- ▽ Touring & static vans, tents
- Touring & static vans
- Certified sites (vans, tents)
- P Public Authority site
- National Park boundary

0 4 8 12 16 Miles

Figure 1 Sites within the Peak District National Park with facilities for touring caravans, 1980

Figure 2



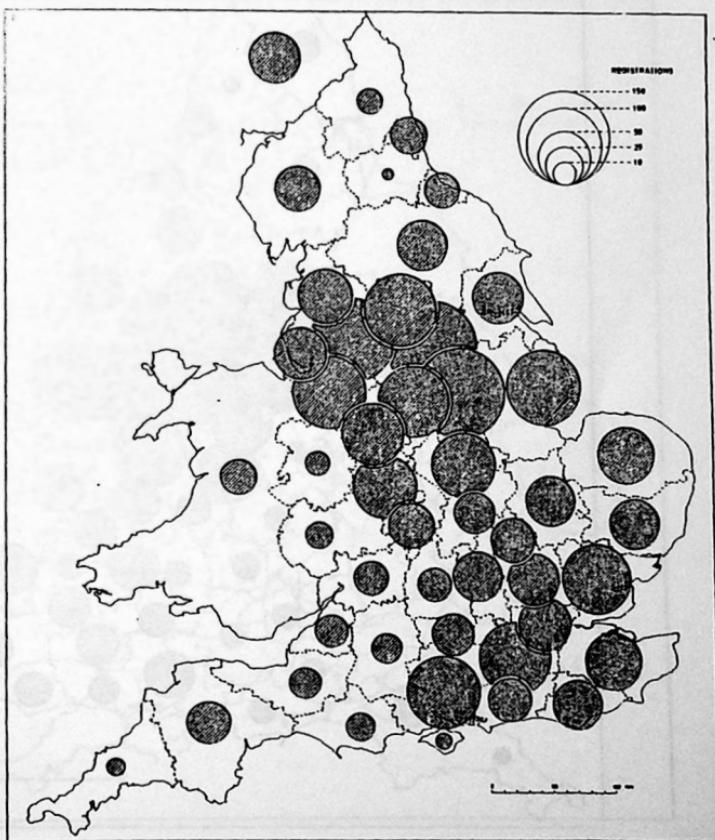


Figure 3 Total registrations, Losehill site,
1979 season : location of home bases
by administrative county

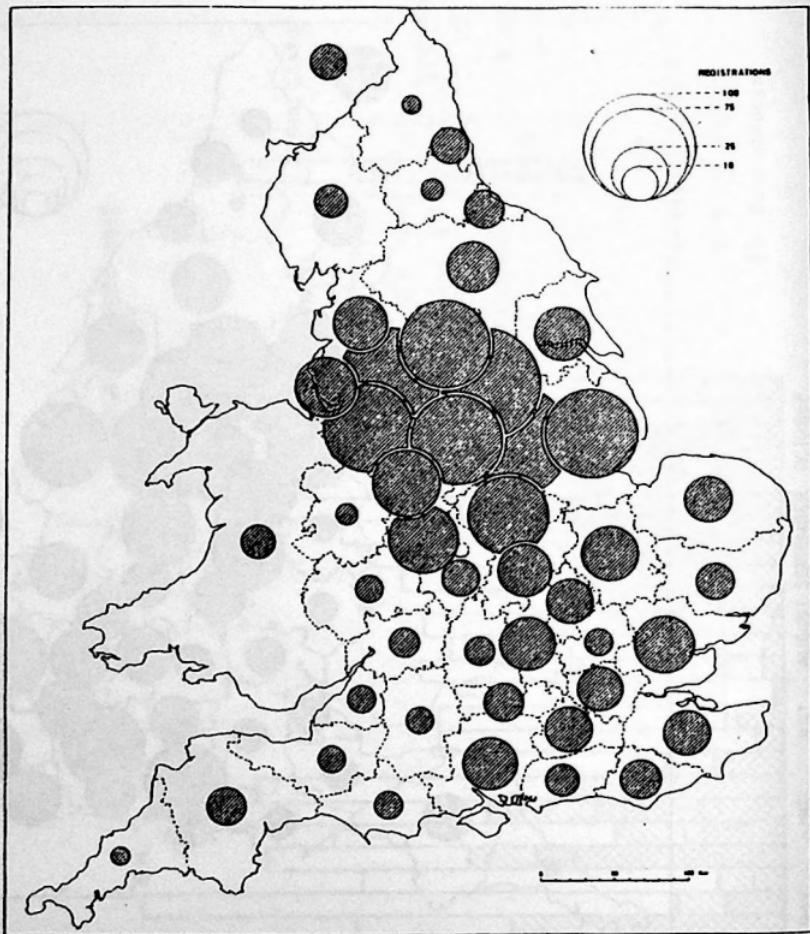


Figure 4 Weekend registrations, Losehill site,
1979 season : location of home bases
by administrative county

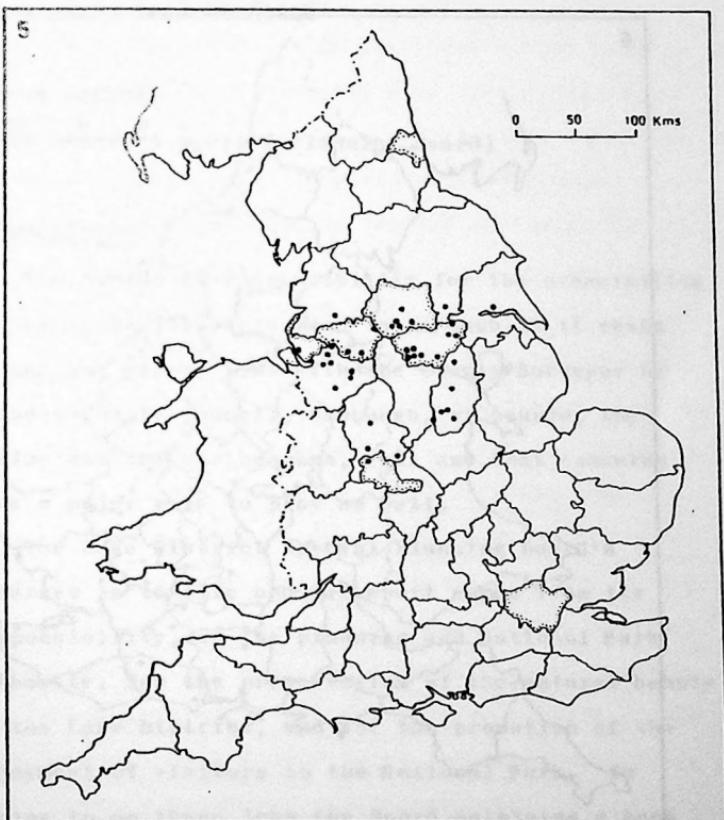


Figure 5 Location of home bases by administrative county : all registrations, 12/13 May 1979

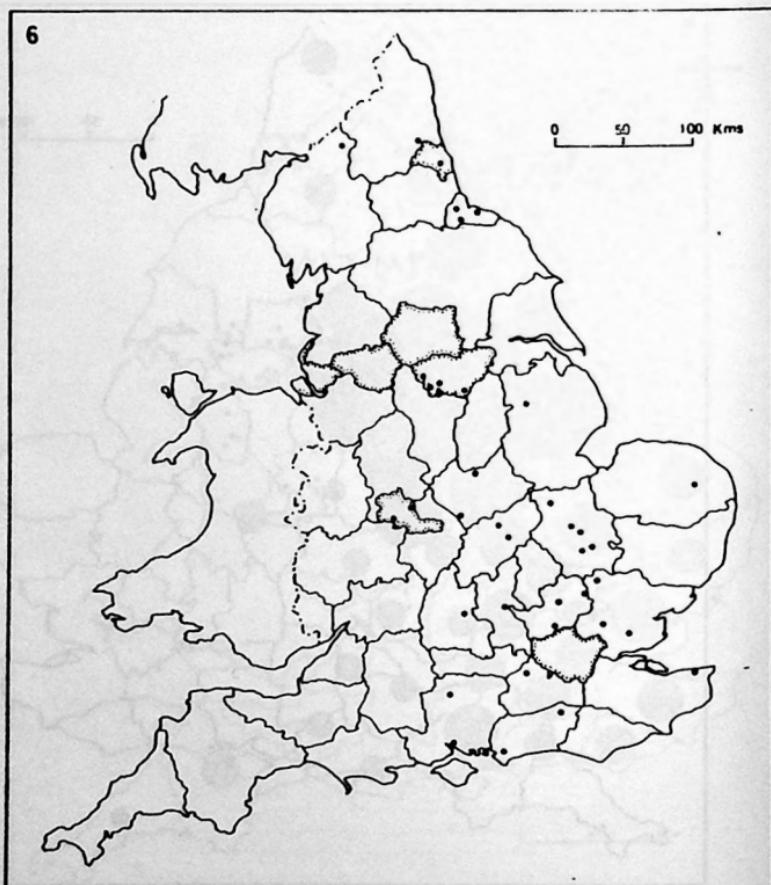


Figure 6 Location of home bases by administrative county : all registrations, 18/19 August 1979

11

TRANSPORT FOR RECREATION IN THE LAKE DISTRICT :
PLANNING OR LAISSEZ-FAIRE?

ROBERT FORSTER

(Lake District Special Planning Board)

INTRODUCTION

The burden of responsibility for the organisation of transport for recreation in as much as it rests in any one place, lies with the County Surveyor of Cumbria County Council, although, of course, the Police and the various bus, rail and boat concerns have a major role to play as well.

The Lake District Special Planning Board's interest in traffic and transport comes from its responsibility, as the planning and National Park authority, for the preservation of the natural beauty of the Lake District, and for the promotion of the enjoyment of visitors to the National Park. In trying to do these jobs the Board maintains a keen interest in such matters as how much traffic comes into the area, the capacity of the roads and parking areas to accommodate it and how much use is made of the various public transport services available, since these aspects are all of fundamental importance to visitors. Interest, however, falls far short of

real power and the ability to influence the transport system to a significant degree. Lacking such power, the Board's role has often been a frustrating one of sitting on the sidelines while a succession of road improvements have been proposed, many of which the Board has felt obliged to object to. This has not been conducive to an atmosphere of harmony between the planning and highway authorities and it probably should be admitted has not been to the ultimate benefit of the users of the National Park. This paper attempts to assess how much the present recreational transport set-up owes to formal attempts by authorities to plan traffic and transport in the area as against the less formal, incremental decisions to provide a particular service or widen a particular road. It is impossible simply to draw a line between the public sector on one side and private enterprise on the other and say that the one goes in for careful long-range planning whilst the other engages in disjointed incrementalism. This paper focuses upon a group who are perhaps best described as the 'planners', including the planning and highway authorities, the Police, the Department of the Environment and a number of interested outsiders who have from time to time proposed planning schemes for the area - academics, conservationists, planning and highway consultants. The influence of various

proposals made by the 'planners' during the post-war period upon what has actually happened in the Lake District and the shape of the present road system and transport infrastructure is an interesting and revealing study.

PLANNING AND REALITY

It is appropriate initially to quote Patrick Abercrombie who in a study of the Northern Lakes in 1932 wrote:

The exact extent to which a district should be opened up for motor approach for this purpose is a matter for considerable difference of opinion. There are those who think that people who have lost the use of their legs either from physiological causes or through motor-etiolation should have every remote recess rendered easily accessible by car. On the other hand, this would destroy much of the beauty for the ever-increasing pedestrian, who is inclined to apply to roads the poet's query intended for the lesser menace, railways: "Is there no nook of English ground secure from rash assault?". This problem must be faced at once, for the adventurous motorist and ardent char-a-banger is already penetrating over mountain tracks and along dale head roads not paved for the purpose and having in many places no safe width for passing. These people probably enjoy the adventure, but will some accident lead to the local authorities taking action and treating the tracks as normal highways? Some restrictions must be laid down under the power of the 1930 Road Traffic Act, roads being disallowed for either (1) large char-a-bangs, or (2) smaller types, or (3) for motoring altogether. In other cases only one-way traffic prescribed. 1

Despite the rather quaint turn of phrase Abercrombie clearly recognised one of the central issues in transport planning in the Lakes - how much

accessibility should be afforded to vehicles in penetrating the remoter parts of the district? He also had many of the answers in a very detailed set of proposals for each road, track and footpath.

After the war, however, the aspect of penetration into remote areas seemed to be less important to the planning authorities, preparing their first Development Plan for the National Park.² More emphasis was given to the need to widen the major roads to accommodate the projected increase in traffic, and it was accepted that the two principal routes, the A591 and the A66, would need to have a 33 ft carriage-way virtually throughout their length, and in places wider still. Proposals were made for by-passes to such places as Kendal, Staveley, Ambleside on A591, and Keswick, Portinscale and Threlkeld on A66. There were some cautionary remarks made about the need to design road improvements sympathetically to be in scale and character with the landscape, but it was accepted that the intimate scale of the Lakeland country road could not be reproduced without modification on major roads which have to carry heavy traffic. The question of whether the heavy traffic should be there at all did not seem to arise at this stage.

As far as public transport was concerned, the 1961 Development Plan Review noted that the preceding

five years had been a period of difficulty for bus operators with increasing costs, declining patronage and the frustration of heavy summer traffic on narrow roads causing delays to services. The Review proposed that the companies should look to smaller buses on more frequent schedules as a means of increasing patronage, and suggested that the difficulties encountered by public transport presented an opportunity for imagination and enterprise in a new approach to public road transport in the Lake District.

It is the next decade, however, which is of greater interest than the fifties since it produced a rush of very imaginative and fairly enterprising attempts to sort out the traffic problems of the area. The first of these was a slim volume by the Friends of the Lake District in 1964 which argued very cogently against the developing traffic policy of improving roads to cope with ever increasing amounts of traffic.³ The report gave examples of some improvements which had been proposed at that time such as a dual two-lane 24 ft carriageway for the whole distance between Kendal and Ambleside with a three-lane 33 ft carriageway from Ambleside to Dunmail Raise, a three-lane 33 ft from Ambleside to Skelwith Bridge and from Skelwith to the head of Langdale a two-lane 24 ft - double its width in many

places. The report was very strongly against such improvements and argued instead that "at holiday times and week-ends the motorist must tolerate some delays and congestion in the interests of all, for the present roads are quite adequate for most days of the year".⁴

The official response (1965) to the Friends' paper was prepared at the request of the Lake District Planning Board by the County Planning Officers and County Surveyors of Westmorland, Cumberland and Lancashire.⁵ Anyone who has ever tried to get planners and highway engineers to agree on a joint policy for traffic will appreciate the difficulties in bringing together representatives of six separate departments to produce a report. Thus, it is not surprising that the report is rather muddled and suffers from an inability to see the wood for the trees. It contains some interesting ideas such as the use of automatic congestion indicators to keep traffic flow on secondary routes below capacity by indicating an alternative less congested road. Another idea was the use of condenser parks strategically placed on the principal route at the start of the secondary route, and the report even considered a solution of complete restriction for all except essential local traffic on roads feeding away from the principal routes, using minibuses to

convey visitors along secondary routes.

However, the report gave only a very vague prescription of which types of traffic management might be required for each of the subsequent three decades, while sticking firmly to the tried and tested strategy of improving the principal roads to accommodate as much traffic as wishes to use them. A much more specific solution was proposed two years later by a student, Francis Weal.⁶ Weal suggested a method of assessing the environmental capacity of an area, in this case Langdale, by determining the acceptable density of usage of such elements as fellside, footpaths, climbing crags and picnic sites. Having arrived at a figure for the total recreational capacity of the valley, just over 2,000 visitors, Weal calculated the service capacity by adding together such elements as parking areas, camp sites and number of bed spaces, to achieve a figure of around 2,250 visitors catered for at any one time. Since the latter figure exceeded the former, Weal concluded that the valley was over-used and proposed a traffic management system based on excluding cars except those of residents and staying visitors from the valley, and providing a bus service with additional trailers to increase capacity at peak times.

The whole scheme was extremely well thought out

and may well have worked if the local people could have been persuaded to accept it. However, a year previously a similar proposal to close the valley road, made in a committee report by the Planning Officer for Westmorland, produced a week-end march and demonstration outside County Hall, Kendal by many of the Langdale residents, evidence that the time was not yet right for such an advanced scheme. The main problems in Langdale are the large number of commercial establishments who require access to maintain their livelihood and the fact that there are two villages, Elterwater and Chapel Stile, between the upper part of the valley and the main road at Skelwith Bridge. It is not feasible to close the road above these two villages, thus excluding them from a restricted zone, so that any management scheme would have to cope with such a large number of exemptions that the benefits of motor-free roads would largely disappear. This was not the case with the Goyt Valley in Derbyshire, which was completely uninhabited and where exemptions had only to be made for a few local farmers and members of the Errwood Sailing Club.

In the Lake District, the nearest to conditions in the Goyt Valley is the Watendlath Valley, a small hamlet at the end of a narrow three mile cul-de-sac road on the east side of Derwent Water. This

valley had suffered from traffic congestion for many years and a study by the County Surveyor of Cumberland County Council in October 1972 indicated that the traffic and environmental capacity of the valley was being exceeded on most days between mid-July and the end of August, at Spring Bank Holiday and on Sundays in June and the first half of September - a season of sixty days during which a case could be made out for improving the situation in the valley.

A number of possible solutions were suggested and the County Council gave approval for two experiments. One involved tidal flow arrangements for tourist vehicles, whilst the other would have provided a minibus service from a car park adjoining the main Borrowdale Road with severe restrictions on the use of the Watendlath Road by tourists' vehicles. The car park in question belonged to the National Trust who accepted the need for traffic management and who were prepared to support the experiment. However, local opposition from the Parish and District Council led to the proposed experiments being abandoned by the highway authority. The opposition was based on the fear that there would be a loss of casual trade for the Watendlath community if free and unrestricted access was not permitted to continue.

In a period then of five years, during which the Peak Park Board and the Countryside Commission had

successfully launched the Goyt Valley Scheme, the local authorities in the Lake District had been rebuffed in their two attempts for similar schemes. No doubt there was a considerable feeling of frustration amongst the traffic planners in the Lakes, a feeling which would not be dispelled by the publication in 1972 of another report commissioned by the Friends of the Lake District, telling them how to go about their jobs.⁷ A very competently written document, it suggests a hierarchy of roads upon which is based proposed standards for improvement where necessary, and measures for the control of traffic. But a very seductive package which undoubtedly had a great influence on the thinking of conservation-minded local people may well have been counter-productive in trying to influence the traffic planners, since proposals put forward in a document prepared by one's strongest critic are unlikely to be regarded sympathetically, however sensible they may be.

What did the sixties produce? Certainly the case against indiscriminate road widening had been made very firmly by the Friends and by the Planning Board and had to some extent been accepted by the highway authorities. Their attitude to the principal routes, however, was still one of major improvement throughout their length, and none of these proved more controversial than the proposal to widen and improve the A66. The A66 was regarded by the Department of the Environment,

whose Road Construction Unit promoted the scheme, as a vital link between declining West Cumberland and the M6 motorway. It was unfortunate but unavoidable that it happened to pass through a National Park but this was not regarded as sufficient constraint to reduce or much modify the standards needed for the anticipated traffic flows.

The proposal was of course resisted strongly, by the Board, the Countryside Commission and by the Friends, but to no avail since the Inspector giving the appeal decision was of the opinion that a wider straighter road would enable more visitors to get into the National Park that much quicker, and this must help to satisfy the National Park objective to provide for the enjoyment of visitors. This point of view was not one that was in line with the thinking of the Sandford Report and the government circular on roads in National Parks which emerged in the early seventies and which stated clearly that no new roads should be planned to go through National Parks nor existing roads be upgraded, and that environmental quality should be the primary criterion in the planning of road systems, the design of alterations and the management of traffic.

Once that had been said by Government, it was always going to be very difficult for the most determined county surveyor to stick out for a

policy of large-scale road improvements. So it proved when in 1976 the final report of the Lake District Traffic Study was produced.⁸

There was no long list of improvements considered essential, just a commitment to finish off the major schemes on A66 and A590 that were already started and the Staveley and Ambleside by-passes on A591 and to re-examine the need for proposals for the remaining sections of A591 including the Bowness by-pass. These were almost the only specific proposals in the report. The rest were vague recommendations to give further consideration to such notions as road hierarchies, positive parking areas and park and ride schemes, none of which have borne fruit.

In 1974, petrol prices doubled and by 1977 the economic difficulties that beset us today were effective. Even if the highway authority had wanted to improve roads on a wide scale, the money would not have been available - there is scarcely enough around at present to maintain the present network and allow one major improvement a year. Thus Staveley by-pass is still waiting to be started, while Ambleside has just been removed from the Cumbria Structure Plan list of schemes to be undertaken in the first half of the plan period. It is unlikely to be built at all.

THE SITUATION TODAY

The road system still retains much of the informal character of the traditional Lakeland scene while some of the roads have clearly hardly changed in the last century, for example, the Honister Pass and the Kirkstone Pass. Others have changed almost beyond recognition as in the case of Dunmail Raise and the A66. It is the impact of the A66 upon the west shore of Bassenthwaite Lake which has given much cause for concern, both in visual terms and in terms of the impact of large numbers of people on a shore of some considerable nature conservation interest.

Parking seems to be much more under control now than it was ten to fifteen years ago. Large and small car parks have been provided by the Planning Board and the National Trust and though there are still occasionally parking problems necessitating such extreme traffic management measures as yellow lines on high passes these are the exception. The large-scale traffic chaos characteristic of ten years ago appears absent. The worst that seems to happen these days is an encounter with a minibus on Hardknott Pass or with coaches on the Kirkstone or at Buttermere.

As far as public transport is concerned the position is fairly good. Although the Keswick and

Coniston railway lines are closed the Furness line and West Coast lines still serve the south and west of the Park, and the Windermere branch line (from the London-Glasgow mainline at Oxenholme) is intact. The journey to Windermere is very pleasant except for the last 200 yards or so. The station is no credit to BR although from the outside it still retains much of its Victorian charm. Apart from the remaining BR services there are also some purely tourist rail routes such as the Ravenglass & Eskdale Railway, a narrow gauge line linking Eskdale with the coast line, and the Lakeside-Haverthwaite Railway, a steam line running on a short length of standard gauge track to the southern end of Windermere.

National Bus Co. services run throughout both the southern Lake District, (Ribble) and in the northern half, (Cumberland Motor Services), the latter serving such places as Borrowdale and Buttermere though not without difficulty at times and in certain places. Apart from NBC there are the private operators and the best known of these is the Lake District Bus Co., otherwise known as the Mountain Goat. This company operates with a variety of vehicles and provides excursions, for example to Wasdale, and a number of stage carriage services along popular tourist routes such as over

the Kirkstone Pass to Patterdale via Troutbeck.

The Ribble and CMS network is heavily subsidised and even formerly profitable routes such as the Kendal-Ambleside-Keswick route are now making losses. But the answer is not necessarily smaller buses. The Mountain Goat Company is itself in receipt of an annual subsidy from the Planning Board in respect of its stage-carriage services.

The type of lake transport varies very much with the character of the individual lakes. Derwentwater has the Keswick launch, an hourly service linking up six stopping points on the shore around the lake and providing a water bus service for locals and a useful recreational service for visitors. Ullswater has the "Raven", a larger craft which plies between Pooley Bridge, Howtown and Glenridding Pier, less frequent than the Keswick launch but with a bar on board. Windermere is much busier with many types of boat from the BR steamers which link Lakeside, Bowness and Ambleside, the larger commercial cruisers and the smaller more traditional boats run by the Bowness Bay Boating Company. On Coniston Water the National Trust have recently restored the Motor Yacht "Gondola", a splendid example of Victorian naval design which is now bringing a great deal of pleasure to visitors to this quiet lake.

To enjoy these services fully requires information. Information about public transport is not all that easy to glean in the Lake District. Even the determined visitor who gathers together the various pieces of paper that describe the services available may well be flummoxed by the complexity of the timetable. In this respect the work of the Friends of the Lake District is to be commended in producing a simple yet comprehensive guide to most of the public transport services, including the principal timetables. This is a job which the various local authorities decided could not be done effectively because of the problem of timetable changes. They were thinking in terms of a combined timetable for the whole of Cumbria which would of course be a mammoth undertaking not justified by the demand for most of the information contained in it. One useful facility is a joint NBC/BR Cumbria Runabout Ticket, valid for seven days.

CONCLUSIONS

The roads of the Lake District have enjoyed a great deal of attention from the planners over the years yet very few of their proposals have been implemented: this can be looked upon as a net loss to the National Park, a failure to restrict cars where restrictions would bring considerable environmental gains; conversely, it can be thought

of as a gain to the millions of visitors who have enjoyed the National Park over the years without the presence of too much official restriction and policing.

Although many large-scale improvements have been carried out to the detriment of the character of the area, the lack of clear planning guidelines over the years may well have spared many roads, such as the A591 alongside Windermere, from a similar fate.

On the public transport side, although many bus and rail services have gone, a surprising number remain and there are few serious gaps in provision. This is largely due to the efforts of private operators who have often come in to fill a gap left by the withdrawal of the larger companies.

It seems that planning and laissez-faire both have an important role to play in transport in the Lakes. The difficult problem is to get the right sort of mix between the two. There appears to be no magic formula for how that can be done.

NOTES

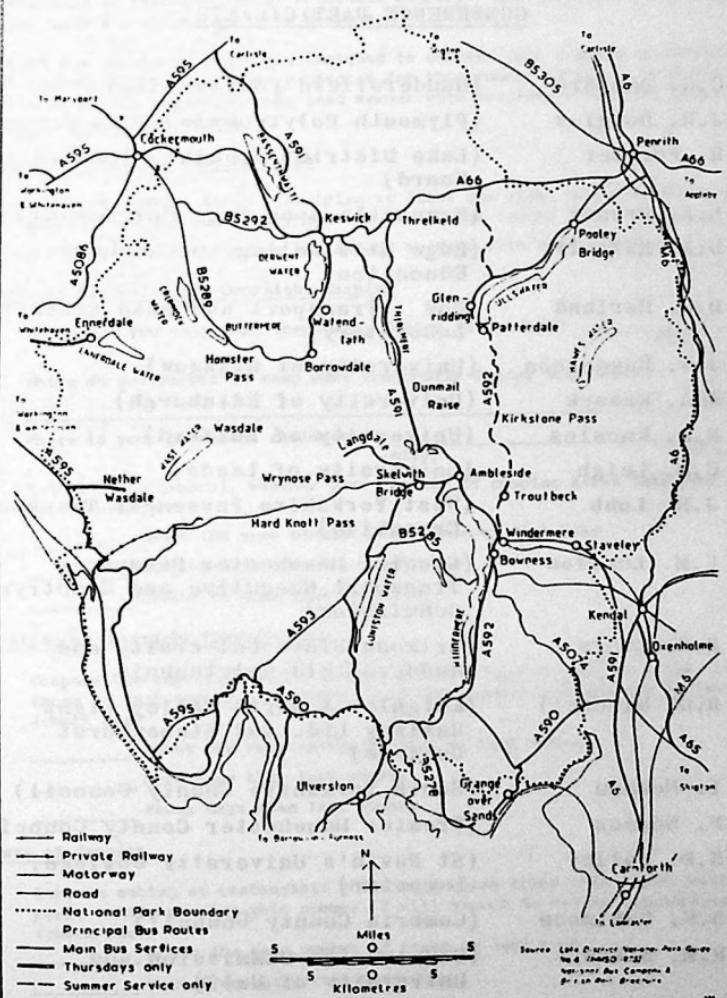
- 1 Patrick Abercrombie and Sydney Kelly, Cumbrian Regional Planning Scheme, University of Liverpool Press/Hodder and Stoughton Ltd, London, 1932

- 2 Lake District Special Planning Board, Lake District National Park Development Plan, Written Analysis, December, 1953

Lake District Special Planning Board, Development Plan Review, Written Analysis, Kendal, 1961

- 3 Friends of the Lake District, Traffic in the Lake District, 1964
- 4 Ibid
- 5 Lake District Special Planning Board, Report on Traffic in the Lake District National Park, Kendal, 1965
- 6 Architects Journal, 28 August 1968; unpublished thesis by Francis Weal
- 7 Hugh Wilson and Lewis Womersley, Traffic Management in the Lake District National Park, Friends of the Lake District, 1972
- 8 Cumbria County Council, Lake District Traffic Study Steering Group. Final Report and Recommendations 1976

THE LAKE DISTRICT NATIONAL PARK



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APPENDIX I

RECREATION TRAVEL SURVEY*

Instructions: The following questions should be filled out by an adult member of your household (at least 21 years old) and the answers should apply to the experiences of that particular household member. The replies may, or may not be the same for other household members.

Most of the questions below are designed to compare your camping activities of last summer (1980) with those projected for this summer (1981). When you are unable to recall something from last summer with complete certainty, please provide an estimate anyway.

I Number of Overnight Camping Trips

1. How many camping trips (involving at least one night away from home) did you take during June, July and August of last summer (1980) _____
2. How many camping trips do you expect to take this summer (1981) _____

II Distances Travelled for Overnight Camping

3. Where did you camp most frequently during last summer _____ (1980)
4. Where do you expect to camp most frequently during this summer? _____ (1981)
5. Where is your permanent residence? _____ (city) _____ (state)
6. Indicate, in general, whether your choices of camping areas this year will be: (check one)
 About the same distance from home as last year
 Further from home than last year
 Closer to home than last year

III Duration of Overnight Camping Trips

7. Compare the expected length of this summer's typical camping trips with those of last summer. Typical trips this summer are expected to last (check one)
 About the same number of days as last summer
 More days than last summer
 Fewer days than last summer

IV Costs of Camping

8. Compare eating at restaurants while on camping trips this summer with last year. While camping this summer, I will expect to eat at restaurants: (check one)
 About the same number of times as last year
 More frequently than last year
 Less frequently than last year
 Not at all (if you didn't eat in restaurants this year or last year, check this category)

* A letter of introduction accompanied the Questionnaire when presented to campers.

9. Compare staying at commercial lodging (motels or hotels) while on a camping trip this year with last. While camping this summer, I expect to spend: (check one)
- About the same number of nights in motels or hotels as last summer
 More nights in motels or hotels than last summer
 Fewer nights in motels or hotels than last summer
 No nights in motels or hotels (if you didn't stay in commercial lodging this year or last year, check this category)
10. Compare gasoline consumption for camping this summer with last summer. Even though prices per gallon are higher this summer than last, I expect to buy:
- About the same number of gallons of gasoline as I did last summer
 More gallons of gasoline this summer than I did last summer
 Fewer gallons of gasoline than I did last summer.
11. Overall, how have recent inflation, in general, and rising gasoline prices, in particular, affected your recreational travel? (check one)
- Not at all
 In a minor way
 In a major way
12. Specify the ways (if any) that your recreational travel already has been affected by rising costs:

V Background Information

13. _____ Occupation of household head?
14. Years of School completed by head of household (check one):
 No school years completed 4 years
 1-4 years (Elementary) 1-3 years (College)
 5-7 years 4 years or more
 8 years
 1-3 years (High School)
15. List each household member by age, sex and relationship to head of household:
Age Sex Relationship (head, wife, son, etc.)

16. Indicate the type of your camping unit (check one):
 tent, tent trailer, full trailer, truck camper,
 motor home, other (explain) _____
17. Approximately how old is it? _____
18. How do you cool your food while camping? (check one):
 refrigerator (gas or generator)
 ice chest
 other
19. Most economists and energy experts are predicting that over the next several years gasoline prices will continue to increase more rapidly than personal incomes. If these dire predictions become true, in what ways will your summer camping be affected? (explain below):

Table A Changes in Recreation Travel between 1980 and 1981 - Total Sample (N = 150)

<u>Indexes of Change</u>	<u>Little or No Change</u>	<u>Positive Change</u>	<u>Negative Change</u>
Trip Frequency	58 (38.6%)	72 (48.0%)	20 (13.3%)
Trip Duration	86 (57.3%)	50 (33.3%)	14 (9.3%)
Trip Distance	88 (58.6%)	20 (13.3%)	42 (28.0%)
Petrol Consumed	68 (45.3%)	51 (34.0%)	31 (20.6%)
Overall Perception	81 (54.0%)	30 (20.0%)	39 (26.0%)
Mean	76.2 (50.8%)	44.6 (29.7%)	29.2 (19.4%)

Table B Changes in Recreation Travel between 1980 and 1981 - Retirees (N = 47)

<u>Indexes of Change</u>	<u>Little or No Change</u>	<u>Positive Change</u>	<u>Negative Change</u>
Trip Frequency	28 (59.6%)	16 (34.0%)	3 (6.4%)
Trip Duration	24 (51.1%)	17 (36.1%)	6 (12.8%)
Trip Distance	22 (46.8%)	7 (14.9%)	18 (38.3%)
Petrol Consumed	19 (40.4%)	13 (27.7%)	15 (31.9%)
Overall Perception	18 (38.3%)	10 (21.3%)	19 (40.4%)
Mean	22.2 (47.2%)	12.6 (26.8%)	12.2 (25.9%)

Table C Changes in Recreation Travel between 1980 and 1981 - Households with Children (N = 68)

<u>Indexes of Change</u>	<u>Little or No Change</u>	<u>Positive Change</u>	<u>Negative Change</u>
Trip Frequency	20 (29.4%)	37 (54.4%)	11 (16.2%)
Trip Duration	45 (66.1%)	22 (32.4%)	1 (1.5%)
Trip Distance	43 (63.2%)	9 (13.2%)	16 (23.5%)
Petrol Consumed	33 (48.5%)	27 (39.7%)	8 (11.8%)
Overall Perception	46 (67.6%)	13 (19.1%)	9 (13.2%)
Mean	37.4 (55.0%)	21.6 (31.8%)	8.8 (13.2%)

Table D Changes in Recreation Travel between 1980 and 1981 - College Graduates (N = 41)

<u>Indexes of Change</u>	<u>Little or No Change</u>	<u>Positive Change</u>	<u>Negative Change</u>
Trip Frequency	14 (34.1%)	20 (48.8%)	7 (17.1%)
Trip Duration	26 (63.4%)	13 (31.7%)	2 (4.9%)
Trip Distance	25 (61.0%)	4 (10.0%)	12 (29.0%)
Petrol Consumed	20 (48.8%)	14 (34.1%)	7 (17.1%)
Overall Perception	22 (53.7%)	10 (24.4%)	9 (22.0%)
Mean	21.4 (52.2%)	12.2 (29.8%)	7.4 (18.0%)

Table E Changes in Recreation Travel between 1980 and 1981 - Tentars (N = 36)

<u>Indexes of Change</u>	<u>Little or No Change</u>	<u>Positive Change</u>	<u>Negative Change</u>
Trip Frequency	11 (30.6%)	17 (47.2%)	8 (22.2%)
Trip Duration	24 (66.7%)	11 (30.6%)	1 (2.8%)
Trip Distance	22 (61.1%)	5 (13.9%)	9 (25.0%)
Petrol Consumed	15 (41.7%)	13 (36.1%)	8 (22.2%)
Overall Perception	22 (61.1%)	7 (19.4%)	7 (19.4%)
Mean	18.8 (52.4%)	10.6 (29.4%)	6.6 (18.3%)

Table F Changes in Recreation Travel between 1980 and 1981 - Motor Home Owners (N = 21)

<u>Indexes of Change</u>	<u>Little or No Change</u>	<u>Positive Change</u>	<u>Negative Change</u>
Trip Frequency	13 (62.0%)	6 (28.6%)	2 (9.5%)
Trip Duration	10 (47.6%)	8 (38.1%)	3 (14.3%)
Trip Distance	7 (33.3%)	3 (14.3%)	1 (5.2%)
Petrol Consumed	10 (47.6%)	4 (19.0%)	7 (38.3%)
Overall Perception	9 (42.9%)	4 (19.0%)	8 (38.1%)
Mean	9.8 (46.7%)	5 (23.8%)	6.2 (29.5%)

Table G Changes in Recreation Travel between 1980 and 1981 - Households Taking Fewer Trips in 1981
(N = 20)

<u>Indexes of Change</u>	<u>Little or No Change</u>	<u>Positive Change</u>	<u>Negative Change</u>
Trip Duration	12 (60.0%)	2 (10.0%)	6 (30.0%)
Trip Distance	7 (35.0%)	2 (10.0%)	11 (55.0%)
Petrol Consumed	8 (40.0%)	3 (15.0%)	9 (45.0%)
Overall Perception	8 (40.0%)	2 (10.0%)	10 (50.0%)
Mean	8.8 (43.8%)	2.3 (11.3%)	9 (45.0%)

Table H Changes in Recreation Travel between 1980 and 1981 - Households Traveling Shorter Distances in 1981
(N = 42)

<u>Indexes of Change</u>	<u>Little or No Change</u>	<u>Positive Change</u>	<u>Negative Change</u>
Trip Frequency	16 (38.0%)	15 (35.7%)	11 (26.2%)
Trip Duration	21 (50.0%)	12 (28.6%)	9 (21.4%)
Petrol Consumed	14 (33.3%)	9 (21.4%)	19 (45.2%)
Overall Perception	22 (52.4%)	3 (7.1%)	17 (40.5%)
Mean	27.3 (43.4%)	9.8 (23.2%)	14 (33.3%)

Table I Changes in Recreation Travel between 1980 and 1981 - Households with Trips of Shorter Duration
(N = 14)

<u>Indexes of Change</u>	<u>Little or No Change</u>	<u>Positive Change</u>	<u>Negative Change</u>
Trip Frequency	5 (35.7%)	4 (28.6%)	5 (35.7%)
Trip Distance	4 (28.6%)	1 (7.1%)	9 (64.3%)
Petrol Consumed	6 (42.9%)	3 (21.4%)	5 (35.7%)
Overall Perception	5 (35.7%)	0 (0.0%)	9 (64.3%)
Mean	5 (35.7%)	2 (14.3%)	7 (50.0%)

Table J Changes in Recreation Travel between 1980 and 1981 - Households Purchasing Less Petrol in 1981
(N = 31)

<u>Indexes of Change</u>	<u>Little or No Change</u>	<u>Positive Change</u>	<u>Negative Change</u>
Trip Frequency	15 (48.4%)	7 (22.6%)	9 (29.0%)
Trip Duration	24 (77.4%)	3 (9.7%)	4 (12.9%)
Trip Distance	12 (38.7%)	0 (0.0%)	19 (51.3%)
Overall Perception	16 (51.6%)	1 (3.2%)	14 (45.2%)
Mean	16.8 (54.0%)	2.8 (8.9%)	14.0 (34.6%)

Table K Changes in Recreation Travel between 1980 and 1981 - Households Perceiving Major Overall Effects (N = 39)

Indexes of Change	Little or No Change		Positive Change		Negative Change	
	Count	%	Count	%	Count	%
Trip Frequency	18	(46.2%)	11	(28.2%)	10	(25.6%)
Trip Duration	22	(56.4%)	8	(20.5%)	9	(23.1%)
Trip Distance	19	(48.7%)	4	(10.3%)	16	(41.0%)
Petrol Consumed	14	(35.9%)	11	(28.2%)	14	(35.9%)
Mean	18.3	(46.8)	8.5	(21.8%)	12.2	(31.4%)

Table I Trip Frequency: Variations Among Subgroups

<u>Selected Groups</u>	<u>Little or No Change</u>	<u>Positive Change</u>	<u>Negative Change</u>
Total Sample	58 (38.6%)	72 (48.0%)	20 (13.3%)
Retirees	28 (59.6%)	16 (34.0%)	3 (6.4%)
With Children	20 (29.4%)	37 (54.4%)	11 (16.2%)
College Graduates	14 (34.1%)	20 (48.8%)	7 (17.1%)
Tenants	11 (30.6%)	17 (47.2%)	8 (22.2%)
Motor Homes	13 (62.0%)	6 (28.6%)	2 (9.5%)
Shorter Duration	5 (35.7%)	4 (28.6%)	5 (35.7%)
Shorter Distance	16 (38.0%)	15 (35.7%)	11 (26.2%)
Less Petrol	15 (48.4%)	7 (22.6%)	9 (29.0%)
Major Impact	18 (46.2%)	11 (28.2%)	10 (25.6%)

Table M Trip Duration: Variations Among Subgroups

<u>Selected Groups</u>	<u>Little or No Change</u>		<u>Negative Change</u>
	<u>Positive Change</u>	<u>Negative Change</u>	
Total Sample	86 (57.3%)	50 (33.3%)	14 (9.3%)
Retirees	24 (51.1%)	17 (36.1%)	6 (12.8%)
With Children	45 (66.1%)	22 (32.4%)	1 (1.5%)
College Graduates	26 (63.4%)	13 (31.7%)	2 (4.9%)
Tanners	24 (66.7%)	11 (30.6%)	1 (2.8%)
Motor Homes	10 (47.6%)	8 (38.1%)	3 (14.3%)
Pewter Trips	12 (60.0%)	2 (10.0%)	6 (30.0%)
Shorter Distance	21 (50.0%)	12 (28.6%)	9 (21.4%)
Less Petrol	24 (77.4%)	3 (9.7%)	4 (12.9%)
Major Impact	22 (56.1%)	8 (20.5%)	9 (23.1%)

Table N Trip Distance: Variation Among Subgroups

<u>Selected Groups</u>	<u>Little or No Change</u>	<u>Positive Change</u>	<u>Negative Change</u>
Total Sample	88 (58.6%)	20 (13.3%)	42 (28.0%)
Retirees	22 (46.8%)	7 (14.9%)	18 (38.3%)
With Children	43 (63.2%)	9 (13.2%)	16 (23.5%)
College Graduates	25 (61.0%)	4 (10.0%)	12 (29.0%)
Tenters	22 (61.1%)	5 (13.9%)	9 (25.0%)
Motor Homes	7 (33.3%)	3 (14.3%)	11 (52.3%)
Fewer Trips	7 (35.0%)	2 (10.0%)	11 (55.0%)
Shorter Duration	4 (28.6%)	1 (7.1%)	9 (64.3%)
Less Petrol	12 (38.7%)	0 (0.0%)	19 (51.3%)
Major Impact	19 (48.7%)	4 (10.3%)	16 (41.0%)

Table O Petrol Consumption: Variations Among Subgroups

<u>Selected Groups</u>	<u>Little or No Change</u>	<u>Positive Change</u>	<u>Negative Change</u>
Total Sample	68 (45.3%)	51 (34.0%)	31 (20.6%)
Retirees	19 (40.4%)	13 (27.7%)	15 (31.9%)
With Children	33 (48.5%)	27 (39.7%)	8 (11.8%)
College Graduates	20 (48.8%)	14 (34.1%)	7 (17.1%)
Tenters	15 (41.7%)	13 (36.1%)	8 (22.2%)
Motor Homes	10 (47.6%)	4 (19.0%)	7 (33.3%)
Fewer Trips	8 (40.0%)	3 (15.0%)	9 (45.0%)
Shorter Duration	6 (42.9%)	3 (21.4%)	5 (35.7%)
Shorter Distance	14 (33.3%)	9 (21.4%)	19 (45.2%)
Major Impact	14 (35.9%)	11 (28.2%)	14 (35.9%)

Table P Overall Perception: Variations Among Subgroups

Selected Groups	Little or No Change		Positive Change	Negative Change
	Count	%		
Total Sample	81	(54.0%)	30	(20.0%)
Retirees	18	(38.3%)	10	(21.3%)
With Children	46	(67.6%)	13	(19.1%)
College Graduates	22	(53.7%)	10	(24.4%)
Tenters	22	(61.1%)	7	(19.4%)
Motor Homes	9	(42.9%)	4	(19.0%)
Fewer Trips	8	(40.0%)	2	(10.0%)
Shorter Duration	5	(35.7%)	0	(0.0%)
Shorter Distance	22	(52.4%)	3	(7.1%)
Less Petrol	16	(51.6%)	1	(3.2%)
			14	(45.2%)

Table 2 Variations in Subgroups Means of Major Indexes (Frequency, Distance, Durations, Petrol Consumption and Overall Perception)

<u>Selected Groups</u>	<u>Little or No Change</u>	<u>Positive Change</u>	<u>Negative Change</u>
Total Sample	76.2 (50.8%)	44.6 (29.7%)	29.2 (19.4%)
Retirees	22.2 (47.2%)	12.6 (26.8%)	12.2 (25.9%)
With Children	37.4 (55.0%)	21.6 (31.8%)	8.8 (13.2%)
College Graduates	21.4 (52.2%)	12.2 (29.8%)	7.4 (18.0%)
Tenters	18.8 (52.4%)	10.6 (29.4%)	6.6 (18.3%)
Motor Bikes	9.8 (46.7%)	5.0 (23.8%)	6.2 (29.5%)
Fewer Trips	8.8 (43.7%)	2.3 (11.3%)	9.0 (45.0%)
Shorter Duration	5.0 (35.7%)	2.0 (14.3%)	7.0 (50.0%)
Shorter Distance	27.3 (43.4%)	9.8 (23.2%)	14.0 (33.3%)
Less Petrol	16.8 (54.0%)	2.8 (8.9%)	14.0 (34.6%)
Major Impact	18.3 (46.8%)	8.5 (21.8%)	12.2 (31.4%)

Table R Net Differences: Mean of Positive Values Minus Mean of Negative Values for Major Indicators

Selected Groups	Net Change	Sample Size
Total Sample	+ 10.3	N = 150
With Children	+ 18.5	N = 68
College Graduates	+ 17.6	N = 41
Renters	+ 11.1	N = 36
Retirees	+ 0.9	N = 47
Motor Homes	- 5.7	N = 21
Major Effects	- 9.6	N = 39
Shorter Distances	- 10.1	N = 42
Less People	- 25.8	N = 31
Farer Trips	- 33.7	N = 20
Shorter Duration	- 35.8	N = 14

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